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# The American Perfumer and Essential Oil Review

PERFUMER  
PUB. CO.  
NEW YORK

NOVEMBER  
NINETEEN  
THIRTY-THREE



See also page 9

AMERICAN CAN COMPANY

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Published Monthly by  
PERFUMER PUBLISHING CO.  
432 Fourth Ave., New York

Telephone  
BOgardus 4-4416  
Cables: AMPERFUMER  
Codes: ABC, 5th Edition

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SUBSCRIPTION RATES  
The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

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The  
**American Perfumer**

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

VOL. XXVIII

No. 9

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## •• AWARDS FOR MERIT ••



### The Life Saving Medal



*This advertisement is one of a series presented by the American Commercial Alcohol Corporation in the belief that the outstanding awards in all fields of endeavor are of universal interest.*

The Life Saving Medal is awarded by the Life Saving Benevolent Association of New York, for "Life saved by opportune deeds of bravery". Rescues at sea made by volunteer crews of life boats throughout the world are investigated, and instances of personal heroism receive recognition in the form of the Association's Gold and Silver Medals, together with appropriate cash awards in certain cases.

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# The American Perfumer

and Essential Oil Review

NOVEMBER, 1933

Established 1906

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Vol. XXVIII, No. 9



## Code Progress Meets Difficulties

*Essential Oil Trade Not Yet Provided For  
Toilet Goods Group Alters Trade Practices*

by C. W. B. Hurd

WASHINGTON, Nov. 13.—In the midst of the fight of the essential oil industry to avoid being grouped irrelevantly among industries that would be arbitrarily placed under the proposed Code of Fair Competition for the Chemical Industry, it has been learned in authoritative quarters that this industry may probably qualify, if it so desires, to place itself with related industries directly under the Agricultural Adjustment Act.

As this is written, conferences are reported proceeding in New York looking toward a joint code for the essential oil, spice and related industries, which would be perfectly legal, according to the "Statement of General Policies Governing Marketing Agreements and Codes of Fair Competition" issued recently by the Agricultural Adjustment Administration.

This administration is an organization set up within the Department of Agriculture to handle codes as they affect agricultural commodities, which are defined as "not only all useful plants and crops, but also livestock, poultry, fur-bearing animals, and bees, and flowers and nursery stock."

"It excludes forest products," says the statement, "other than fruits, nuts, sap, gum and oils."

Such an arrangement, with a code approved by the National Recovery Administration but administered by the A. A. A., apparently would solve in a measure the

problem of the essential oil industry at least insofar as keeping its interests allied to those with which it has something in common.

The only obvious objection which might be raised would be that essential oils compete with synthetic odors which are purely chemical products and which probably would be administered under the chemical code.

Reports that the essential oil industry has been refused a separate code are said officially to be more

or less inaccurate. It is conceded that strong efforts are being made to bring essential oils under a joint-industry code, but strongly denied that any effort is being made to throttle this industry simply because of the numerical smallness of its employees.

All that is being tried, according to the best informed officials, is to carry out the policy first described in these dispatches some months ago, that of grouping industries





in as few basic codes as possible with exceptions or special stipulations for each individual industry within the general code.

The best example of that procedure may be found in the case of the retail drug trade, one of the largest business interests in the country, which nonetheless was brought under the general retail code with specific exceptions to fit its individual conditions.

The reason for this plan, as explained here, is to simplify the governmental machinery, to cut down the number of governmental administrators under the permanent program and to avoid insofar as possible the duplication of governmental facilities which, if too large, invariably would result in an unwanted degree of Federal control over business.

While these codes are being framed the Government is watching with as much concern as the industries involved a condition described in *THE AMERICAN PERFUMER* and in turn relayed to officials here. That is the alleged practice of foreign companies—some reports include foreign essential oil manufacturers—of entering the American market and under-cutting the clients of their American distributors.

The reports state that some of the more unscrupulous companies are sending agents here who are passing by the established representatives and making direct contracts running for periods of one and two years with the consumers. Domestic houses are specifically forbidden to do this under the N. R. A.

As the picture is viewed by American distributors, the condition could be corrected only by application of the import licensing features of the National Industrial Recovery Act, which would work as much harm to American distributors as the alleged practices.

### Government Could Act Under Codes

According to the best authorities, the Government at the moment is helpless to correct this condition, and will be so long as the codes of the industries affected are not completed.

It was explained in some detail by a Federal attorney who would deal with such cases that the Government has no authority, barring codes, to enter this field of investigation.

But under codified industries it could operate immediately. This does not mean in those cases where codes merely have been submitted, for while submission of a code has qualified members of an industry to exhibit the Blue Eagle mere submission has not given the N. R. A. or the A. A. A. authority to act in that industry.

Once the codes have been completed, the licensing and import authority of the Government comes into power and the situation might be met in a number of ways.

The primary one would be through an agreement between manufacturers, agents and their customers to use only the accepted channels of distribution. Beyond that the Government would have authority to license distributors and invoke an embargo, if necessary, against other forms of entry.

In the meantime, however, a careful investigation makes it seem evident that nothing can be done.

### Toilet Goods Trade Practices

Meanwhile progress is being made in completing the

proposed code for the toilet preparations industry. Only one important change has been made in the sections dealing with things other than trade practices. This is in the wage scale paragraph where the rate for female employees has been raised to 35c per hour or an equal basis with male employees for the same kind of work. Junior employees, not to exceed in number five per cent of the total, are to receive not less than 80 per cent of the rate paid to adult employees. A differential of 5c per hour in favor of Southern manufacturers is asked for in the code but there seems to be some doubt that this will be granted.

Regarding trade practices, the code has been extensively re-written to conform with the desires of the Administration and to meet the provisions of the retail code. As formally submitted, these trade practice provisions now read as follows:

### Article VI

#### TRADE PRACTICE PROVISIONS

SEC. 1—*Advertising and Selling Methods.* The term advertising shall include all forms of printed or oral recommendation of products manufactured or controlled by the members of this Code, and shall include publicity of all kinds, including newspaper and magazine advertising, circulars, labels, booklets, radio advertising, and statements made orally in the promotion of sales of such products by salesmen or others employed directly or indirectly by the manufacturer.

(a) No manufacturer or his agent shall make or cause or permit to be made or published any false, untrue, or deceptive statements by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, origin, size or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers or to affect injuriously the business of competitors. The truth of an advertisement shall be judged by its intended effect as well as by a literal rendering thereof.

(b) No manufacturer shall use fictitious prices in advertising or selling merchandise, such as affixing labels with fictitious prices thereon to merchandise.

SEC. 2—(a) No manufacturer or his agent shall give bribes or gratuities, make gifts, pay p. m.'s or commissions, directly or indirectly to employees of dealers either retail or wholesale, to influence the sale of his products.

(b) No manufacturer or his agent shall pay retail dealers for interior store space except for street window space for the display of his products, or in any manner allow deductions from invoices or pay rebates not in accordance with his published terms of sale, in lieu of such payment.

(c) No manufacturer or his agent shall employ or permit to be employed for him any demonstrator or sales employee in a retail establishment whose salary is wholly or partially directly or indirectly paid by the manufacturer or his agent to work in such retail establishment unless such demonstrator or sales employee is clearly and openly identified to the public as the employee or agent of the manufacturer.

SEC. 3—(1) Each manufacturer or his agent except manufacturers of Private Brands, shall sell only upon the basis of open prices (a) which are uniform to all



trade buyers of the same class of distributors for the same quantity, and (b) which are strictly adhered to while effective.

(2) The term "open prices", as used in this section means a price list (a) which is published for the equal information of all trade buyers in the separate or the several classes of distributors, and (b) which states all the manufacturer's prevailing terms of sale for the separate or the several classes of distributors.

(3) This section shall be strictly construed to prohibit any direct or indirect price concession by a manufacturer to a trade buyer, which is not declared in his price list aforesaid. The term "indirect price concession", as used in this paragraph, means any price concessions indirectly made by a manufacturer to a trade buyer through a rebate or allowance or commission or refund or payment or deal or gift or by any other means whatever.

(4) Each manufacturer or his agent except manufacturer of Private Brands shall file his current price list with the Code Authority within ten (10) days after the approval of this Code. Each manufacturer shall file any subsequent revision of such price list with said Code Authority immediately upon its adoption. No manufacturer shall deviate from his prevailing price list filed with said Code Authority, until a revised and substitute price list is filed with said Code Authority.

SEC. 4—(a) The payment of wages of a demonstrator or special sales representative by the manufacturer in a retail establishment whose identity is clearly and openly disclosed to the public as being an employee or agent of the manufacturer shall not be considered a form of unfair trade practice or of price discrimination.

(b) Neither cooperative advertising, the expense of which is borne or shared by the manufacturer and retailer, nor payment of window displays shall be considered a form of price discrimination, but no payment shall be made for cooperative advertising or window display until the manufacturer has received proof of insertion and publication of the advertising and proof of window display as contracted for.

(c) No manufacturer or his agent shall make payment for advertising or window display space to a dealer where such payment is made or used for the payment of the services of a special demonstrator or for the payment of p. m.'s or other gratuities to the dealer's employees.

SEC. 5—No manufacturer shall procure, otherwise than with the consent of any member of the Industry, any information concerning the business of such member which is properly regarded by it as a trade secret or confidential within its organization, other than information relating to a violation of any provision of the Code.

SEC. 6—No manufacturer shall imitate or simulate any design, style, mark or brand used by any other member of the Industry or knowingly sell or pass off any products with any such imitated or simulated design, style, mark or brand.

SEC. 7—No manufacturer or his agent shall in selling or advertising his merchandise, offer said merchandise as copies, blends, reproductions, or imitations of another manufacturer where the name or brand of such other manufacturer is used without his consent.

SEC. 8—No manufacturer or his agent shall in promoting sales to the public in offering his goods to wholesalers, retailers, or to the public generally, malign, disparage, or utter unfavorable statements regarding competing merchandise.

SEC. 9—No manufacturer shall accept return of merchandise, damaged or shop worn without previous written authorization by said manufacturer. A handling



BLOOMINGDALE DEMONSTRATOR WITH BADGE

charge of at least five (5) per cent of purchase price shall be made for all goods returned, and such additional charge will be made to cover cost of reconditioning.

SEC. 10—It shall be lawful for any member of this association or manufacturer operating under this Code to make agreements with his distributors as to the resale prices by said distributors of the products of said manufacturer, either at wholesale or at retail. It shall also



ANOTHER STORE'S IDENTIFICATION METHOD

be lawful for the wholesalers of the products of said manufacturers to make agreements with their customers for the resale of the products of said manufacturer at retail.

(a) The intention of this section being the elimination of the practice of advertising and selling of so-called loss leaders. Manufacturers availing themselves of this provision shall agree not to raise their selling prices, except insofar as their own costs of manufacture have been affected through the operation of this code or by the rise in price of raw materials.

SEC. 11—No manufacturer or his agent shall use any



subterfuge to frustrate the spirit and intent of this Code.

Following the promulgation of the retail code with its provision requiring the identification of demonstrators, there has been some confusion in the trade with regard to what would constitute such identification. The most obvious method, that of actually badging the demonstrator has thus far been adopted by only one store in the New York territory. Bloomingdale's has prepared a neat badge which the demonstrator must wear giving her name and the line which she represents.

### Identification Under Retail Code

Other stores have adopted a number of styles of counter cards. These cards are placed in appropriate positions on the toilet goods counters and bear various devices. One of the most popular seems to be "Blank & Co., Preparations, Introduced by Miss Jones". Another reads "Blank & Co., Represented by Miss Jones". Other wordings approximating these have been adopted by other outlets.

It is expected that a standard method of designation will be adopted by the Retail Code Authority in the near future and that uniformity of identification will be accomplished soon. A few stores are awaiting such action by the Authority before making any effort to identify the demonstrators in their departments. It is too early to estimate the effect on trade of these designations and identifications but thus far the report seems to be that no unfavorable reaction on the part of the public has been noticed.

### Officials Press for "Tugwell Bill"

WASHINGTON, Nov. 12.—With the opening of Congress drawing near officials of the Federal Food and Drug Administration are becoming active in their agitation for the passage of the new Food and Drugs Act which would add to their jurisdiction all cosmetics and articles applied externally for the improvement of the person.

Under the present law this division has control only over such products in cases where labels "bear curative claims."

Officials of the Food and Drug Administration state that "no active opposition to the new act has been registered by the cosmetic industry, but rather that some of the most prominent members have expressed enthusiastic approval of the proposed act." This approval is ascribed to the belief that under such jurisdiction much unfair competition by unscrupulous members of the industry could be averted and consequent damage to the industry avoided.

Prominent in the campaign on behalf of the new bill is an exposition at the Food and Drug Building of the Department of Agriculture that is appropriately entitled the "Chamber of Horrors." Included in this exhibition is a list of articles, the use of which has caused chronic disorders, paralysis and even death, aside from permanent disfigurement to users.

While the display is comprehensive, officials state that manufacturers of products in the "Chamber of Horrors" represent no more than 10 per cent of the entire indus-

try, and that 90 per cent of all cosmetics are truly harmless. Nevertheless, they are determined to eradicate the dangerous 10 per cent.

Not all of the small group of allegedly harmful preparations have necessarily fatal effects and in many cases chemists believe that a change in ingredients that would not materially affect the product would correct the irregularity. Under the present laws, however, the Bureau can do nothing.

Chief among the exhibits are depilatories and hair dyes, and some of the latter are noted for the fact that their use has resulted in the impartation of a permanent bluish hue to the skin. In fact, most of the cosmetics pronounced injurious are either dye preparations or those which it is claimed will remove blemishes.

One depilatory was discovered to be injurious to blondes but to have proved satisfactory when used by brunettes, due to the slight difference in the texture of the skins of these two types.

Not all types of dyes are included in the "Chamber of Horrors," however, notable exceptions being mascaras and lip rouges.

The mascaras which almost universally were found to be safe are those which are used to coat temporarily eyebrows and lashes, and which do not need colors with metallic bases for permanence.

There was considerable trouble for a time with lipsticks, as laboratories had difficulty in producing a red dye that was harmless. However, that problem has been completely solved.

None of the exhibits is used on the basis of hearsay reports or casual claims made against it. In each case the article has been consigned to this form of condemnation only after positive evidence has been found showing that it led to a traceable disorder.

Even where isolated individual cases have been traced to some cosmetics, the preparations have been found "not guilty" where it was established that some individual peculiarity or disorder in the user might have contributed to the ill effect.

At the annual convention of the New York State Federation of Women's Clubs held at Elmira the second week in November, a resolution was presented calling for support of the new pure food bills by women's organizations. The resolution was strongly supported, but not actually adopted. This was in accordance with the rules of the organization, resolutions not being adopted at the convention, but rather referred to individual units of the federation for such action as their members desired to take.

### Delay Wisconsin Compulsory Insurance

Although employment increases warrant the Wisconsin Industrial Commission's putting the 1931 compulsory unemployment insurance law into effect, the commission will delay such action until March 1, 1934, it has been announced.

July, August and September employment indices all are more than 20 per cent above the December index, thus fulfilling a requirement set by the 1933 legislature before the law should be put into effect. Compared to last December, July employment in Wisconsin is up 29.1 per cent, August, 31.8 per cent, and September, 35.5 per cent.



# Repeal Raises Alcohol Permit Problem

*Unofficial Reports Indicate that Basic*

*Regulations Will Be Unchanged*

*Revenue Provisions Awaited*

WASHINGTON, Nov. 13.—The repeal of the Eighteenth Amendment, voted by the thirty-sixth State on Nov. 7, created new problems in defining the status of the industrial alcohol-using group which as yet have been unsolved by the Bureau of Industrial Alcohol.

The principal questions relate to a division of the prohibitions and regulations under the old internal revenue laws from those which were created under the Volstead Act, and a definition of these divisions is expected before Dec. 6, the effective date of repeal. However, this has not been done as yet.

On the basis of initial reports—coming from Government officials but in no sense official rulings—it would appear that the basic regulations will not be changed, particularly for those industries which use tax-free industrial alcohol.

But the actual conclusions await further studies and reports by a committee of officials designated from the Treasury, Justice, Agriculture and Commerce Departments which as yet are only in a preliminary stage.

Their problem is made more difficult by the practice during the prohibition era of appending amendments to basic regulatory laws on prohibition statutes that proved to be only temporary. The problem is enhanced also by the fact that in some States no attention was paid to regulatory legislation while in others laws were passed on the premise that national prohibition was a permanent condition. Even the most optimistic "wets" did not forecast repeal this early only a year ago and consequently nothing was done to discount it.

## Permit System to Continue

There is a tentative understanding that such basic procedure as the submission of formulas to the Bureau of Industrial Alcohol and the use of the permit system for the manufacture and withdrawal of industrial alcohol will continue in practice.

If anything is done to these statutes by way of change, it probably will be to strengthen them, as legalization of alcoholic beverages came about for only one reason, the obtaining of additional revenue. Hence, it appears likely that every means will be used to assure the Government that it is not losing revenue through diversion of tax-free alcohol.

More stringent regulation might very conceivably be decreed because of the great need for the estimated revenue and the determination of the Government to obtain all that is legally due, as opposed to the practices of the past few years when the Government sought to prevent diversion simply on the moral ground of keeping as much alcoholic beverages as possible from illegal sale.

The stringency of the regulations will depend, of

course, on the prospective amount of diversion. This condition, in turn, will hinge largely on the taxes to be applied to alcoholic beverages. If the taxes should be high, the temptation for diversion will be greater and as a consequence stronger efforts will be made to avoid diversion.

If the taxes are so low as to make diversion an unprofitable field in any event, it is barely possible that the regulations will be relaxed.

## To Study Tax Question

Clarification of this situation should come in the comparatively near future for both the Congressional committees that must deal with the subject, the Senate Finance and the House Ways and Means Committees, are making every effort to expedite the legislation that will be the basis for alcohol regulation in the future.

The chairmen of these committees already have been in conference with President Roosevelt and both are planning to begin studies by their committees early next month in order to have the liquor tax and regulation bills ready for submission to Congress as soon as it convenes.

On the basis of advance reports, it appears probable that this legislation will be disposed of even before the Departmental appropriation bills.

Thus there should be at this date next month a fairly clear idea of the type of regulation proposed—testimony probably will at that time be coming in from manufacturers and dealers in alcohol at joint or parallel sessions of the two committees—and it is not impossible that this legislation will have been enacted by the middle of January.

The only possible obstructive forces in evidence are so slight as to be of little account, unless confusion over the legislation is created by the hearings to be started upon it within the next few weeks.

## St. Louis Companies Sued

Four St. Louis companies headed by J. G. Ayars are named in a suit for receivership filed at Clayton, Mo., November 3, by Russell H. Dorf, who alleges that he is a stockholder in them. They are J. G. Ayars, Inc., a holding company; Puritan Cosmetics, Inc.; Allan & Co.; and the Dural Co., all described in the papers as manufacturers of perfumes and cosmetics. Mr. Dorf alleges that the companies are insolvent but would be solvent if they were properly managed. Mr. Ayars in a statement to the press said that Dorf had been employed as a bookkeeper and had been given ten shares of stock in the holding company as an employee. He asserted that every charge could be disproved, that the companies were entirely solvent and that there had been no mismanagement.





### Forhan Brings Out Tooth Powder

Forhan Co., Inc., New York, has brought out a tooth powder to complement its well known tooth paste. The new product comes in an attractively designed, dark blue and ivory tin can, with carton to match, as shown above. The can has a slip-on closure.

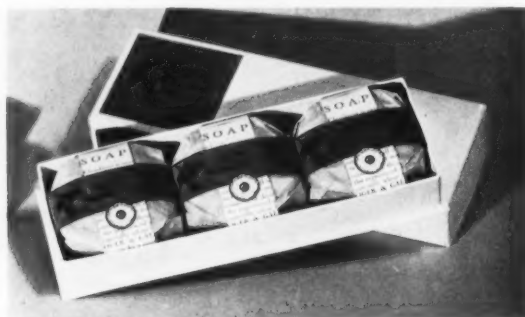


### Plastic Jar by Honeytree House

Packaged in a green and black molded plastic jar, the turtle oil cleansing cream of Honeytree House, Inc., New York, recently made its bow to feminine America. No carton is used to protect the jar, and for this reason the integral color and the non-fragile qualities of the container are particularly valuable to the manufacturer. Labelling is also eliminated on this new container, the brand and product name being molded into the top of the plastic cover and wiped in with pigment. The jar shown above is the two-ounce size.

## New Products

*I*N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have



### Roger & Gallet Repackages Soap

Roger & Gallet, New York, has effectively repackaged its famous toilet soap, as shown above. The new oblong paper box is modern, and with its pleasant cream shade and artistic red and silver lithographed label increases the eye appeal and display value of the product. The scented soap is wrapped in tissue paper and sealed with a paper strip label similar to that on the box.

### Matchabelli Offers Smaller Crowns

The familiar crown glass bottles with their lustrous, gold-colored metal closures—the symbol of the Prince Matchabelli Perfumery Corp., New York—now appear in small sizes to compete with dram perfume sales. The new bottles come in one and two-dram sizes, and may be purchased individually or in groups of three in attractive paper boxes as shown below.





## and Packages

recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

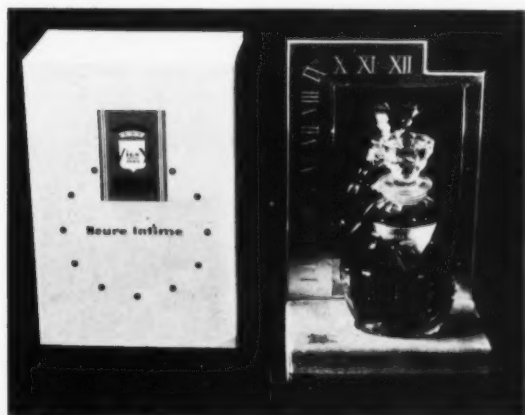


### Contouré Introduces Perfume

Contouré Laboratories, Inc., New York, has entered the perfume field with "Parfum Rendezvous," created especially for the beauty shops. The new item, shown above, is strikingly packaged in crystal bottles with glass stoppers and gold-colored, stamped metal labels. They come in handsome gold and black paper boxes.

### New Creation by Vigny

Vigny, of Paris, represented here by Al Rosenfeld, Inc., New York, presents a new perfume, "Heure Intime" (Intimate Hour) in a charming crystal bottle, with glass stopper and printed silver metal label, which stands on a silver metal base with a mirrored background, featured by a representation of a clock. The paper outer carton is of a nice shade of blue.



### New Tube for Lanchere

A unique advancement in tube merchandise is introduced by Lanchere, sponsored by Marshall Field & Co., Wholesale, Chicago, with its "Americe Facial Masque." As shown above, there is a hole in the cap for release of the cream. Turning the cap closes the tube.



### Rubinstein's New Powder Jar

Helena Rubinstein, Inc., New York, has introduced a new de luxe powder in a decorative boudoir jar which is attracting wide attention through its beauty of design. The jar is delightfully different, being made of silver crystal glass, a highly lustrous and ornamental material. Its cover is of the same material, with a black plastic rim.

### Lipstick by Dorothy Gray

Dorothy Gray Co., Ltd., New York, has placed a new swivel-type lipstick on the market, packaged in a silver and black metal case. The item comes in eight shades.



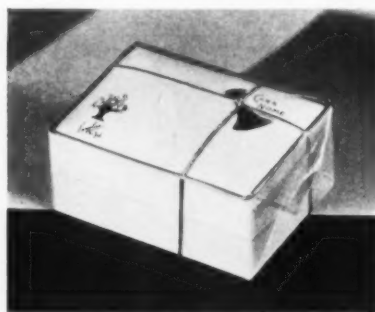


### Nusheen's Unique Hair Pencil

Nusheen, Inc., New York, has introduced a new hair dressing called "Glo-Stick," packaged in unique fashion, as shown at the left. The pencil-pointed hair groom comes in solid form in a black metal case resembling a large lipstick, with the trade mark on the cover.

### Krank Items in New Dress

Attractive new containers have been designed for several items in the line of the A. J. Krank Manufacturing Co., St. Paul, Minn. Below are shown the new one-pound glass jar and the larger tube for "Lather-kreem" brushless shaving cream. Use of a label on the jar has been eliminated by printing the directions on the metal, screw-type closure. The tin tube is well-designed, as are the vivid red, green and white cartons.



### New "Cara Nome" Package

In the illustration above is shown the smart new face powder package recently added to the "Cara Nome" line, sponsored by the United Drug Co., Boston. The paper box is of an olive shade, trimmed with blue and tied with a blue thread. It is wrapped in cellulose.

### Coty Perfume in New Sizes

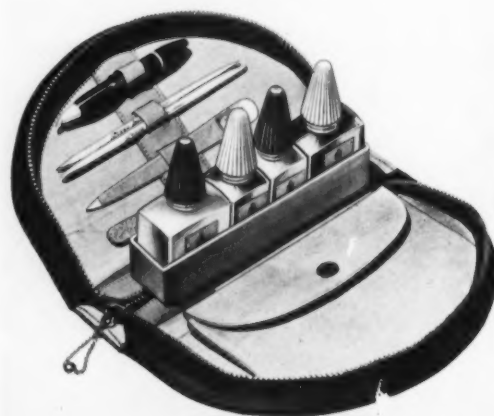
The great popularity of "Fernery at Twilight," the odor introduced by Coty, Inc., New York, earlier in the year, has caused the company to offer a smaller and a larger size in addition to the original bottle. The two new sizes are packaged in the same manner as the original—crystal flacon, capped in green lalique, in the brightly tinted "moss-agate" paper box.

### New Lipstick by Vivaudou

V. Vivaudou, Inc., Long Island City, N. Y., has added a new automatic lipstick to its line. Presented in a metal case of silver and jade, the lipstick comes in five shades: light, medium, brilliant, dark and flame. It is said to be of the permanent, indelible type.

### Cheramy Introduces New Line

Cheramy, Inc., New York, well known for its popular "April Showers" line, is placing on the market this month a new line known as "Mayflowers." The outstanding item in the line is a new bouquet odor. Also included are a toilet water and face powder.

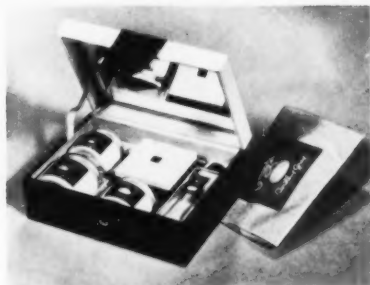


### New Peggy Sage Manicure Kit

The latest addition to the line of Peggy Sage, Inc., New York, is the Peggy Sage "Satin Set," a half-melon shaped case of black satin lined with bieve moire, shown below. The kit is closed with a patented slide fastener and contains a complete set of manicure preparations.



## Creations for the Christmas Trade



SOME charming packages created especially for the Christmas trade are presented in the photographs shown above. At the top, left, is Houbigant's attractive gift set of toilet water and face powder; next to it, in the center, are two of Coty's new holiday boxes, the set at the left containing face powder and toilet water and the other, powder, talc and a flacon of perfume; at the right is one of Volupté's latest style compacts in combination with a cigarette case and comb. In the middle row, left, is Dorothy Gray's new kit with six of her famous preparations; to the right, in the center,

is the charming "Colonielle" set of face powder, lipstick and compact, sponsored by Harry D. Koenig & Co.; at the extreme right are two of Pinaud's beautiful sets, the "Aida," containing perfume and face powder, and the "Vanity," with a double vanity and a bottle of perfume. In the bottom row, left, two of the famous "4711" sets of Ferd. Muelhens are shown, one containing eau de Cologne, talcum powder and bath salts, and the other, eau de Cologne, talcum powder and shaving cream; at the right is one of the colorful "Spring-time in Paris" sets by Bourjois.



# Package Makers Study Your Problem

*Manufacturers of the Various Materials Play*

*a Part in Successful Cosmetics*

*by Georgia A. Freeman*

**D**O you remember a beautifully illustrated children's book by John Martin that circulated in schools for many years sponsored by one of the leading rubber companies, entitled "Rubber from Forest to Foot"? That story of rubber wove its history through a jungle pass to a factory and then to merchandise and a dealer's shelf and finally came to rest in the hands, or rather on the feet, of the consumer.

The toilet goods industry stretches out its tentacles for packages in many and varied directions, seeking its raw materials, and with vision developing them through amazingly diverse processes with but one intent—to please the customer. Her needs, her preferences, her fads and fancies are studied with the utmost care, and this research, together with the age old trial and error method, guides the hands of industry in producing the package which protects the product that the woman wants. It's very much like the "House That Jack Built," and going back to "the cow with the crumpled horn" we can trace its steps all the way and see the reasons for each develop-

ment of the raw materials. Due to the preeminence of the package in today's merchandising scheme there is imperative need for closer cooperation between the toilet goods manufacturer who offers the complete toilet goods product for sale and the materials manufacturer who sells him the various parts of his package. Every article, successful from a packaging point of view, tells an unwritten story of close understanding and cooperation among those several people, each on in a different field, who worked together to produce that package.

The toilet goods manufacturer who buys packaging is not expected to know the problems uniquely related to the glass manufacturer's field, or the field devoted to tin cans, metals, cork, wood, plastic, paper boxes, tubes, aluminum, wood, printing, lithography, or the many other industries to which he must turn to make his package complete. But the latter do know and understand *his* problems. They have made it their business to study his business. Their laboratories are equipped to test his product in their packages. Their research departments are ready to give him important, *helpful* data on the use of their products in his particular market. **But the toilet goods manufacturer needs**

**to work closer with the materials manufacturer.**

When you buy a ton of coal it is simple enough to specify the universally known size and kind of coal you require and ask for quotations. Buying in the packaging field, particularly for toilet goods, because of the nature of the products, is not so easy but quite complex. Considerable experience in this particular field has convinced me that toilet goods manufacturers fall down on their part of the cooperation either because they don't think it is necessary to give the materials manufacturer sufficient information or because they do not actually *know* what constitutes "sufficient information"!

When you go to a doctor and tell him half of your symptoms, omitting a few of the most important ones,

his diagnosis may be anywhere from fifty to one hundred per cent wrong. But don't blame the doctor—you forgot to tell him about the dizzy spells or that you were kicked in the stomach playing football.

Will that package be made up by hand or on a machine in your fac-

tory? Are you already equipped for it or is the introduction of one, and perhaps a relatively unimportant, package from a dollar volume point of view going to necessitate the purchase of a new wrapping machine or the time of a number of hand wrappers? Buy your package to measure, and by that I mean give the materials manufacturer all the information about your needs which he requires in order to give back to you the most economical, sales-worthy package created to suit your particular requirements and those of your product distinctively. That's what makes a custom-made package.

John Jones, you say, just brought out a novel bath powder box, and now you are going to find out if your box maker can copy it—oh, no, not *exactly*, but closely—for a face powder box. Jones sells the bath powder as a sales item and gets fifty cents at retail for a very large size. Your face powder sells for, let's say, \$1.50 for a medium-size face powder package. Maybe his package was novel. He knows the sales item business and he creates for fast one-time selling. You are struggling to build long repeat sales. His style box in your line is out of harmony. It's a one-time seller in a repeat line. It is a flash value and it can under-





mine consumer confidence. It may not do so seriously, but it certainly will give your line a look of unevenness. His style package in a face powder won't talk more than fifty cents, but you are going to ask \$1.50 for it. *Don't blame the box maker* when it flops. You asked him to copy Jones's package, and what could he do but carry out your instructions or lose your business. That's his job. But, if you had told him your whole setup and given him a chance to create a package which fitted perfectly into your line, he might have hit the bull's eye for you.

A good first petition in buying packaging is this one: "Oh, Lord, let me never copy another manufacturer's package". And the second is, "Oh, Lord, let me never accept from a materials manufacturer a copy of someone's else package though it tempt me sorely". The fact that one imitation may outsell the original is a proof of the old adage that the exception proves the rule. But imitations always were and always will be weak—weaker in fact than any original. One of the strongest selling points of the package is its originality and its fitness for the product it carries and the line that sponsors it. And after getting these points well in mind we can plunge into the whys and wherefores of the materials used in making up those all-important packages which have built toilet goods up into one of the leading and most important industries in the country.

The increased demand for privately designed jars, bottles, and containers imposed a very heavy burden on materials manufacturers. Many of them were 'way in the "red" on mould costs for privately owned designs until they came to their senses and realized that the man who wants a private mould ought to be willing to pay for it. What he had paid in the past never covered it. Today he pays, and removes the hazard from the materials manufacturer.

But common sense is all that is needed to realize that unless your order is certain to run into sufficient volume for you to absorb that additional cost in a year's time, you have no business buying private moulds. Shrewd selection of stock items is, in your case, wiser.

A close study of the materials market shows an important trend by materials manufacturers to continually bring out better designed stock items every year. Many of these have all the refinements which you would want in a private mould. Yet they are not so conspicuously different from other containers to prevent several toilet goods manufacturers from using them simultaneously. In other words, the right kind of stock numbers won't cramp your style! The materials manufacturers make a point of bringing out stock items to cover a wide retail price range. Looking over their stock you can estimate quite accurately for what types of product and at what retail prices those packages will be known in a year's time. The materials manufacturer knows this himself and will advise you accordingly. Some bottles, for instance, one might say have a "ten cent look"; some have a "two dollar look". If you have a ten cent product, don't reach for the moon. Package it in harmony with its price, for the ten cent appearance today can belong to a very smart package.

Since the bull's eye at which we aim our merchandise rifles is always the consumer, we can't let our arm waver or take our eye off the sight for a single instant. Sometimes the consumer has curious preferences for which

there seem no logical reasons, but *we must play up to them*. Sometimes we start out with the intention of "educating her away from them". That's hard and costly. Missionary work always is. Perhaps the best formula is "95% please her and 5% educate her". The entire industry has made enormous strides in educating her—in fact she has just about caught up and can see ahead for herself. Stand where she is standing now and look through her eyes ahead so that you, too, may see what she is visioning and wanting, and then, you in turn can give it to her.

The basic materials used to package toilet goods have no irrevocably defined groupings, but some materials do seem more appropriate for certain products than others. What is your product? A cream? You might pack it in opal or flint glass, you might use a tube, a can, or plastic. You say creams generally go in opal glasswear. All right. Is your cream uniquely different from any other on the market either in its appearance or in its use? If so, wouldn't it be interesting to give it a uniquely different package from that of the usual cream?

If you like the idea, list the points about your product which must be taken into consideration in packaging it. Its consistency, its water content, acids in it that might effect the package, the quantity to be sold and at what price. To whom are you expecting to sell it, frequency of use, where will it be kept in the home, and so on. Then sit down with the materials manufacturer who makes the material you think would be good for that package and tell him all these things, asking his advice and cooperation. Call in another manufacturer, and another. In other words, *shop the market*. If three out of four agree with you that your product is a natural in their package, let them prove it to you with such information about their own product that you feel convinced.

Never use a new type of material on a product until it has been properly and sufficiently tested. This is a protection to your name and your product and a protection to the material which you have decided to use in packaging it. One ill selected material for a product can give the material an unnecessarily black name in the industry because consumers neither know nor should be expected to understand why it is that when one product falls down in a certain container it may be no reflection whatever on the container—nor even on the product. A good cake recipe made in a poor oven won't be a good cake! But you can't tell them that when it's your product you are talking about. You can't say, "Now, Mrs. Consumer, I know there was a cream on the market which flopped in this container but my product is different." Make sure the container you use is the right one, don't spoil it for someone else with the wrong product.

Following this plan, study all your products, analyze the product, its market, its present package and your factory equipment for packing it and apply the same searching questions, one by one, because you may have some of the packages in your own line which are most inappropriately and uneconomically packaged today. Seeing through the eyes of the consumer against a background of knowledge of the materials market can bring one package after another into line and raise it to its highest efficiency point.

Because the requirements and information needed in



producing packages from different materials differs in detail I want to talk about each type of material in a separate article—there's really so much to say about them that it can't be covered at a glance. The purpose of this series is to bring the toilet goods manufacturer and the materials manufacturer into a closer (and obviously more economical) relationship in working out the problems of the toilet goods manufacturer. They must talk the same language, they must cooperate in their knowledge and experience so that the consumer will be getting a better package on her product, a pleasanter package, a more suitable package, a more sales-worthy package. I wish it might grow into an open forum, sharing experiences among both groups of manufacturers. I believe if the readers of *THE AMERICAN PERFUMER* feel that way about it and write in their opinions, suggestions, or questions, something really constructive along this line can be accomplished.

*NOTE:—In an early article, Miss Freeman will discuss glass as a package material following it in turn with other well and little known materials in a series which will continue for several months.—EDITOR*

### Chemical Exposition to Open Dec. 4

WITH everything in readiness for the Fourteenth Exposition of Chemical Industries, officials in charge predict one of the most successful shows of its kind ever held in New York. The exposition will open at the Grand Central Palace on Monday, December 4, and continue through Saturday, December 9. A record attendance is expected to visit the many exhibits of raw materials, finished products, machinery and equipment and educational features. The exhibit of *THE AMERICAN PERFUMER* will be located in booth 121 where all of its friends will be welcome.

Admission to the exposition will be by invitation and registration only. The show will open at 2 P. M. Monday and at 12 Noon each day following.

A special students' course on the "Fundamentals of Industrial Chemistry and Chemical Engineering Practice" will be held each morning except Monday during the exposition from 10 A. M. to 1 P. M. under the direction of Professor W. T. Read, dean of chemistry of Rutgers University. Admission to the classes will be without charge, but by special registration.

### Must Register for Tax Free Sales

New regulations issued by the Bureau of Internal Revenue regarding the manufacturers' excise tax on cosmetics have changed the method of handling "sales for further manufacture" which are exempt from taxation on the furnishing of an exemption certificate in due form. The new regulations require that both the vendor and the vendee in such transactions register with the Collector of Internal Revenue in their districts or where he is not a resident of the United States with the Collector at Baltimore, Md. The collector will thereupon issue a registration certificate bearing a registry number. In the case of companies which have paid excise taxes in 1932, registration numbers will be assigned by the collectors. Exemption certificates, in order to be valid after November 1, 1933, must bear such registration number according to the new regulations.

### Almroth Addresses Michigan Ass'n

**T.** K. ALMROTH, merchandising and advertising manager of the Owens-Illinois Glass Co., Toledo, O., was guest and speaker at the first Fall business meeting of the Michigan Cosmetic & Extract Association, held at the Masonic Temple, Detroit, November 9. Dinner was served at 6:30 P. M., and the guest of the evening was introduced by Mr. Flynn, manager of the Detroit branch of the company.

Immediately after dinner, Mr. Almroth with his staff of operators prepared for the showing of their motion picture "American Bottles, Old and New." After a short introduction, the manufacture of glass bottles from crude raw materials to the finished container was shown. Mr. Almroth described the picture as it went along. Everyone was surprised at the complexity of the

huge molding machine, a patented Owens invention. The motion picture was thorough, and along with Mr. Almroth's descriptions, there remained no shadow of doubt as to how glass bottles were made.

The business part of the meeting was held immediately after this feature. The most important feature was a discussion of the pending "Tugwell Bill." C. R. Rolling, of the Seely Mfg. Co.; A. R. Vicary, Mark W. Allen



T. K. ALMROTH

Co.; Don Melville, Frank W. Kerr Co.; W. R. Daniel; R. J. Colter, Frederick Stearns & Co.; and W. H. Elliott, Elliott Sales & Service, discussed the bill from the angle of the flavor, cosmetic, pharmaceutical, wholesaler and supply manufacturers respectively. Additional cautions were made by Paul Porier, Fairystone Laboratories, who advised immediate action on the bill. By vote of the membership, the executive committee was empowered to act on this bill in line with the sentiments of the discussion. The attitude of the association was that the passage of the bill must be stopped immediately, and that the local members of Congress be so informed, as well as the President and General Hugh S. Johnson.

The next important discussion had to do with the annual party which was tentatively set for December 14. It will be a mixed party. The meeting adjourned with a vote of thanks to the Owens-Illinois Glass Co., and Messrs. Almroth and Flynn. The largest attendance yet was present at the meeting.

### Chemical Engineers to Meet in Roanoke

To make it possible for its members conveniently to attend the Fourteenth Exposition of Chemical Industries, which is to be held at Grand Central Palace in New York City, December 4 to 9, the American Institute of Chemical Engineers has changed the dates of its national meeting to the following week. The meeting of the Institute will now be held December 12, 13 and 14. The place of the meeting is unchanged, namely Roanoke, Va.



# Style Notes in Novelty Compacts

*A Discussion of the Vogue for Unusual Vanities  
and Possible Further Development*

*by Jill Jessee*

WHENEVER there's a new movement afoot in the feminine world, some bright person ups and designs a novelty compact that will fit right into the spirit of things. Take fashion changes, for example. Fashions not only come and go, but they come and go so fast, that no one short of a magician could keep up with them, except the ubiquitous designer of novelty compacts. This Summer, no costume but had its corresponding vanity case. Whether a woman went in for checks, polka dots, plaids, stripes, plain pastels, or all of them, the novelty compact department could fit her out. In fact, many stores did a clever merchandising stunt in ensembling accessories not only for the convenience of the customer but to inspire additional purchases. What woman could resist a "compact to match" when thus tantalizingly presented to pique her feminine passion for perfection of detail.

But costume-compact matching went even further than this. Not only were fabric colors and patterns imitated in vanities but also the fabrics themselves. The finely ribbed surface of piqué was easily carried out in metal, so that not only could a woman match her blue piqué sports frock with a blue vanity but with a blue piqué vanity. The typical gingham check pattern on other cases immediately suggested this familiar material. One manufacturer made actual inlays of linen on the covers of some of his compacts; but the more usual thing, and the more practical, was to emboss the surface of the metal slightly so as to create a linen-ish effect.

And, what more charming design for a Summer vanity than country flowers, especially when they

symbolize so well the demureness and naïveté that was the favorite feminine pose last Summer? They were really quite lovely with the light frilly frocks that suggested shady country lanes dotted with wild flowers. But the feminine nature is marked for unrest. And now, come Fall, the romantic maiden attitude has been abandoned for the elegant, suave, and worldly one. Gowns are luxurious, and the latest whimsy is a flower cluster bobbing around under the chin. So why not continue the flower motif but vary it to suit the new mood by painting the hothouse flower instead of the country grown one on the lid of the vanity. The stately lily, for instance, is enjoying a vogue as decoration on boudoir dressing sets and offers a suggestion for compact design.

The popularity of the yachting type of costume no doubt inspired the fetching nautical designs on vanity cases that abounded this last Summer. The simplicity



SOME OF THE SEASON'S COLORFUL VANITIES



and universal appeal of sail boats, sailor lads, anchors, and all the other "sea-going" paraphernalia make all these happy motifs for decoration. Like the country flower pattern, some of these nautical designs were so clever that stores were bidding for exclusivity on certain favorite ones.

Whether or not the motive is a patriotic one of encouraging reforestation, women have been taking to wood in their accessories until it wouldn't be surprising to see them go clattering along the street in wooden shoes. Hats, belts, and purses went wooden—and, of course, compacts. But in this instance, the wooden vanity did the pioneering and set the pace for the other wooden accessories. Wooden beads, bracelets, clips, and pins have now joined the "All-Wood Parade" so that a woman can work out an entire costume scheme in her favorite grain. Zebra wood, Oriental walnut, red cedar, hawthorn, and bird's eye maple furnish some of the more beautiful finishes for all these attractive novelties. Strands of perfectly huge pearls that are topping the Winter costume were shown recently in gray with gray wood vanities—and, the effect on shoppers was perfectly violent.

The latest wrinkle is the combination of wood with metal, often in cloisonné finish. The cloisonné is usually used as a decorative cover for the powder and rouge compartments. Brightly enamelled metal panels on either side of a square shaped case of wood add a new note. The apparent purpose of this combination of materials is to relieve the "woodenness" of the plain, unadorned compact. This same end is sometimes achieved by unusual grain effects where the center of the case is cut in one way and the outside border in another. In addition to real wood, simulated wood effects are produced on metal. Leather graining, especially snakeskin, and more recently, sharkskin, is similarly reproduced in metal. As long as the fad lasts, these are good numbers for the buyer to carry because they are not as seasonal as the fabric imitations.

It is a simple matter for the compact manufacturer to obtain advance fashion information on costume colors, fabrics, etc., so that a new crop of vanities can appear on the market simultaneously with the new clothes. For example, the Fall and Winter season will favor certain shades of grays and greens, browns, reds, and, particularly, black, all of which can be produced on metal as well as in fabrics. As with the Summer vanities, there are a number of ways of relieving the plain colored metal surface.

The similarity of the new corduroy velveteen to piqué makes it just as easily reproduced. It has a heavier, coarser ribbing than the piqué, but with the Fall shades as background, it is quite new looking. Roman stripes, candy stripes, and other stripe variations are appearing on velvets and satins this season and lend themselves easily to copying by the compact manufacturer. And to show how a single style note is carried out in many mediums, a smart Fifth Avenue linen house is showing bath towels in red and white peppermint stripe which is most effective. This is cited simply to show how a style cue can be passed along.

Satin and velvet, the most luscious of the Winter fabrics, surely enough find their counterpart in compacts. A new dull, ultra-smooth, soft looking finish in popular shades suggests a satin surface which har-

monizes the vanity with a satin costume or with satin accessories. There is even a rumor that a compact has just appeared or will shortly be announced which is actually made of velvet. This may have certain impractical features, but it will no doubt attract much interest for its novelty aspect.

An interesting departure from the garden variety of enamel case is copper. It's smart, it's striking, it's new! And only a superficial analysis of style trends, generally, suffices to show that the copper vanity could have been predicted as a certainty for Fall. As a decorative metal, copper has been gradually displacing chromium for some time, and now we find copper imitated in fabrics and fancy papers, as well as usefully installed in the kitchen, the garden, the living room, and now in women's purses! With copper colored dresses and copper novelty jewelry cropping up everywhere, the copper vanity was a perfectly natural evolution.

It is interesting to note that gold is staging a return to favor, ousting the long-time favorite of the silver or silver-like metals for vanity cases. One collection of compacts being shown in gold takes its inspiration from the old fashioned, ornate gold bracelet. These compacts are quite quaint and certainly refreshing. Another collection is labelled "Brighten up your costume with a gold compact", and shows compacts with a ribbed surface in fabric imitation. And, naturally enough, gold is very important in fashions this Fall. This tie-up between fashions and novelty compacts which is the main thesis of this article, is borne out by this excerpt from a fashion dissertation which is as follows:—"Woolens are discreetly patterned with gold sequins, and thread laces are embroidered in gold. There is a new material, said to be flax and metal, that is used for afternoon clothes, and some bright gold patterned fabrics that look like very supple brocades."

Some stores wisely show the fabric alongside the matching vanity case, thus emphasizing the likeness and attracting more attention than either would receive if displayed alone. From a rainbow showing of imitation lamé vanities, one is spotlighted for special interest by showing it next to a matching lamé accessory. Thus the shopper is impressed by the beauty of the duplication of the fabric, and the sales appeal of both is strengthened.

Several new notes appear in the evening vanity. One store proclaims that the newest note for evening is seed-pearl decoration, and proceeds to illustrate with a dainty vanity case, the cover of which is composed of circle after circle of tiny, fine little pearls, the bottom enamelled white to match, and the sides are of gold. The lamé vanities are also designed for evening use.

But not only has the fashion field been explored for ideas in compact designing. The art world, too, has been investigated for its possibilities, sometimes with very charming and sometimes very ludicrous results. Reproductions of famous paintings, such as those of Watteau, often decorate the cover of a vanity, occasionally in the form of a mediaeval looking medallion. Skilfully done, such reproductions lend a quaintness and an "artiness" that many women find attractive.

An entirely different art note has been struck by the clever "Peeping Tom" compacts designed by that grand humorist, Soglow. They are modern, capricious, amusing, clever! This should awaken many an inspiration



in the mind of the seeker for the new and unusual in compact ideas.

And, for those who travel light, Paris has a novelty compact that is indeed novel. A round clip like an over-sized button, to all apparent purposes adorns made-moiselle's gown. But, ah! It is actually a miniature compact with a tiny mirror and all the fittings. This will probably appeal more to a woman's museum sense than to her notion of the practical, however. But the underlying cause of the tremendous success of the novelty compact is its expression of some new whim or fancy and its lightning adaptation to the mood of the moment.

The animal kingdom too has contributed much to the novelty vanity as well as to a variety of other things in contemporary life. Scotties, elephants, and horses' heads adorn all sorts of modern knick knacks, but there seems to be an everlasting charm to these chosen few of the dumber species. One young artist who has a way of her own with a brush, paints each vanity with these animal designs thus making them individual, and increasing their value many times. But why not give some of the other animals a break? The lowly fish, for example, need not be considered only as a bathroom motif. It might be a suggestion for the nautically minded next season who would like variations on a popular theme in novelty compacts.

The star craze started a couple of years ago by Schiaparelli who introduced metal stars as clips and used star designs in other ways has been perpetuated ever since in the world of decoration. Lamps, shower curtains, cigarette boxes, dressing table accessories, and waste paper baskets are only a few things that have adopted this very simple, appealing design. A certain imported sheer crystal powder jar achieves an effect of airy laciness by a rather intricate pattern of stars. It is true that the star motif has been used on compacts but not nearly as artistically as it might have been, as the

exquisite beauty of this powder jar would imply.

Equally simple and just as delightful as the star idea is the heart shaped design. There is something inexpressibly charming and touching about the heart stopper used in some of the Orrefors crystal perfume bottles. The beauty of this design is that it hasn't been over-worked and just now is happily in keeping with the revival of romanticism of the more sentimental variety.

As this article goes to press, the "three little pigs" are going to market, this time on novelty compacts. The "big bad wolf" goes to market on a compact all his own, but due to his rather unsavoury reputation, he will probably be considerably less popular with the public than the charming pig trio. If these vanities have half the appeal they deserve, it should be a lesson to other manufacturers to keep eyes and ears alert for the latest public fancy.

The Winter season is going to be a glittering one in many ways. The little mirror decorations appearing in the form of initials, buckles, etc., may be an ingenious method of shining down depression gloom. Now mirror vanities are flashing everywhere, vanities made up of many tiny pieces of mirror casting myriad reflections in the most enchanting manner. Who would have thought before of putting glass on the outside as well as the inside of a vanity case? But, sometimes the best and most original ideas lie most closely at hand. These startling vanities add a smart note to any evening ensemble which makes it unnecessary to have a matching case for every costume.

The surprise, the freshness, and the breathless ability to keep pace with the fickle feminine mood has rightfully brought the novelty compact its heyday of popularity. What the future holds in store for it depends largely on the way the wind blows in the fashion world, but if this article has succeeded in suggesting to the manufacturer or designer sources of inspiration for new ideas, it has served its purpose.

### Coming Conventions

Exposition of Chemical Industries, Grand Central Palace, New York City, December 4 to 9, 1933.

Association of Canadian Perfumers and Manufacturers of Toilet Articles, Semi-Annual Meeting, Royal York hotel, Toronto, December 4, 1933.

Synthetic Organic Chemical Manufacturers Association, Annual Meeting, Chemists Club, New York City, December 8, 1933.

National Association of Insecticide and Disinfectant Manufacturers, Hotel New Yorker, New York City, December 11 to 13, 1933.

Fourth Packaging Exposition, Hotel Astor, New York City, March 13 to 16, 1934.

Mid-West Beauty Trade Show, Sherman hotel, Chicago, April 2 to 4, 1934.

### Smuggling Face Powder into Bulgaria

Dimitar Vlahoff, a well-known Bulgarian Deputy, has been arrested on a charge of smuggling face powder and cosmetics from Roumania on a very extensive scale. It is stated that during the first six months of this year no fewer than 7,767 cases were discovered.

### "Ora-Noid" Loses Labeling Case

A decree for the Government was ordered October 27 by Federal Judge F. A. Geiger in Milwaukee in a pure drugs act case against 36 packages of "Ora-Noid" mouth powder, manufactured by the Ora-Noid Co., of Chicago. The Government has a similar case pending in Detroit, and the Ora-Noid Co. has libel actions pending against the American Dental and American Medical associations for \$500,000 each for allegedly derogatory comments as to the curative properties of the powder.

The company offered no defense, merely contending that the Government had failed to make out a case, but the court held otherwise. The Government insisted that too much was claimed for the preparation in labels and circulars, in which it was held that it was a cure for pyorrhea, tonsillitis and other ailments of the mouth and throat.

Written matter claimed that the powder induced a natural flow through the tissues of the mouth that flushed out all germs and foreign matter from crypts and crevices that could not be reached by a simple mouth wash. Attorney for the Ora-Noid Co. indicated that his client would appeal.



# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

Vol. XXVIII No. 9

November, 1933

### Our Position on the "Tugwell Bill"

FOLLOWING the publication of our editorial of last month on the attitude of the trade toward the proposed new Food and Drugs Act, opposition to the new bill has gathered strength. Believing that the position taken in our previous editorial may require further elucidation, we are publishing herewith correspondence between the Editor and one of the leading figures in the cosmetic and proprietary industry.

Editor, THE AMERICAN PERFUMER:

Sir:—I have just read your editorial entitled "Fair Drug Law Revision Needed", in the October issue of your magazine, and I put it mildly when I say that I am greatly disappointed at the conciliatory attitude you have displayed towards your subscriber clients. The thought expressed in your title is perfectly sound, but the meat of the article indicates that the "Tugwell Bill" is the desired means toward this commendable end.

There is nobody any more anxious to protect the consuming public than the reputable cosmetic, toilet goods, and package medicine manufacturer. All of us are part of that public which we wish to see protected, but at the same time there is no necessity to jeopardize the legitimate manufacturers in these lines to accomplish the desired protection. The revision of the present law to modernize it and the passage of the S1592 Capper "Advertising" Bill to cover that phase of the so-called misconduct of manufacturers would certainly do all that is necessary. The good features of this so-called Tugwell legislation are so far overshadowed by the very obnoxious and predatory features which even extend to the point of providing political jobs without any compensatory results, that the legislation should be entirely over-

whelmed and new, reasonable means taken to achieve the desired results.

Elmira, N. Y.

Yours very truly,

October 25, 1933. THE SHOEMAKER CORP.,

M. Holmes Shoemaker, Vice-President.

The Shoemaker Corp.

Elmira, N. Y.

Gentlemen: Thank you very much for your letter of October 25th. It is always a pleasure to receive constructive criticism of the articles or editorials which appear in our pages.

We have been students and observers of the Food and Drugs Act in operation for many years, and have constantly been in touch with both the proprietary medicine industry and the cosmetics industry with regard to the attitude of these important groups toward the old law and toward any proposed revisions.

We entirely agree with you that the present draft of the so-called "Tugwell Bill" is in many respects unsatisfactory and would work an undue hardship, especially on manufacturers of packaged medicines. At the same time, we are in reasonably close touch with Washington and developments there, and this contact has shown us conclusively that the present situation in Washington cannot be handled as the industries have been accustomed to handle Washington matters in the past.

As just one example, it is quite obvious that Mr. Tugwell and his associates are thoroughly familiar with publicity and the way in which public support for their proposals can best be enlisted. This is evident in their method of bringing to public attention some of the obvious evils existing among a certain fringe of the proprietary medicine industry, and thereby building up a consumer picture which, while it may not be accurate, is certainly convincing.

Opposition to the unfair provisions of the "Tugwell Bill" will have much better chance of success if the industries affected go down to Washington with definite constructive suggestions for amendments to the existing law to cover the points which Mr. Tugwell, and apparently a large share of the public, demand, than if they go down with a large "war chest" to utterly defeat the bill by the old methods. The old methods in our opinion will not work in Washington today, and we are likely to get the "Tugwell Bill" or something nearly as bad unless we can present specific reasons why our remedies are better than those advanced by Mr. Tugwell. We must not underestimate Mr. Tugwell's influence or Mr. Tugwell himself.



## OUR ADVERTISERS

FELTON CHEMICAL CO., INC.  
Brooklyn, N. Y.

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City

GENTLEMEN: We enclose herewith renewal of our contract for advertising space in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW.

We want you to know that it has been a source of great satisfaction to us to advertise in your magazine. Your careful and artistic handling of our copy has been beyond reproach, and the response proves that our "ads" are getting to those readers where they do the most good.

Our best wishes for your continued success.

Yours very truly,

FELTON CHEMICAL CO., INC.,  
L. GAMPERT, Vice-President.

That is the position which we intended to make clear in our editorial. Both the toilet preparations and the proprietary manufacturers are assured of our complete sympathy and of our full support in efforts to make the proposed new bill a satisfactory one. But we feel that we would scarcely be serving our readers if we did not point out to them the method which we think most likely to accomplish the purposes they have in mind.

New York, N. Y.  
October 26, 1933.

Very truly yours,  
PERFUMER PUB. CO.

Editor, THE AMERICAN PERFUMER:

Sir:—I was greatly pleased to receive your letter of October 26th. It places an entirely new and favorable light on the propaganda you are propounding.

I did not wish to imply in my previous letter that the industry should not have some regulation, but we do object to the printing of formulas, thus giving any secrets, however valuable they may be, to the free use of competitors and the small druggists, who would just love to add such a formula to the list of products which they can make in competition with the manufacturer. We also object to the tyrannical power this confers on a single individual, and the inspection service which is incorporated in the Bill. There are many others, but these three stand out like a sore thumb. From the package medicine group, I can understand the serious objection to the wording of the "misbranded" clause.

Maybe you are right in the generalship you are displaying. At least we are all working towards the same end of endeavoring to prevent ruination of a large industry, both from selfish interests and from what we believe to be the interests of the public as well. If in my humble way I have offered you material which can be enlarged on as a

means of making clear any point in this Bill so that we can get the greater co-operation of other members of the industry, or if in any way I have helped in the present crisis, I am more than delighted.

Elmira, N. Y.

Most sincerely,  
October 28, 1933. THE SHOEMAKER CORP.,  
M. Holmes Shoemaker, Vice-President.

Since the above was written, officials of the Food and Drug Administration and especially Mr. Campbell have attempted to show how industry itself might benefit by changes in the Food and Drugs Act. While urging the enactment of the "Tugwell Bill," these officials have obviously left the way open to amendments which may be proposed by manufacturers to that measure. It is hardly necessary to urge the industry to take advantage of this opening.

## Retail Ban on Hidden Demonstrator

THE difficult problem of the hidden demonstrator, which has been a source of trouble to the toilet preparations industry and especially to the Association, has now been solved, not through the efforts of manufacturers but through the working of the retail drug code which bans the hidden demonstrator from all retail outlets. There is a measure of irony in the fact that the retailers themselves put a stop to this doubtful trade practice in view of the position long taken by opponents of action by the A. M. T. A. against the hidden demonstrator. That position was that the retailers would never consent to the identification of manufacturers' employees behind the toilet goods counter.

A further provision against the hidden demonstrator is contained in the code for the toilet preparations industry now awaiting a hearing in Washington, and it seems probable that this clause will be adopted in view of the provisions of the retail code, although its adoption by the manufacturers at this juncture is something in the nature of an anti-climax.

With this problem out of the way, there would seem little good reason why the industry cannot be united in a single trade association. It is true that the latest split in its ranks actually took place on the proposal to submit trade practices to the Federal Trade Commission. But it is hardly likely that such action would have been contemplated at all had it not been for the demonstrator puzzle. In any event, with comprehensive retail and manufacturing codes soon to be in full effect covering practically all phases of the alleged unfair practices prevalent in the industry, the conference with the Trade Commission has faded into the background.

The industry will have to work under a single code. Its members will have to conform on trade practices. It can do other co-operative work more effectively through a single body. Why should it not re-unite for the good of the entire cosmetic trade?



# In Defense of Cosmetic Advertising

*A Reply to Miss Leary's Article on the  
Shortcomings of Current Appeals*

*by Douglas Allan*

IT seems about time that someone came to the defense of the advertising man since accusations of him by the advertiser are being publicised. I refer particularly to the claims made by Miss Mildred Leary in her address before the West Coast Advertising convention in Sacramento, California, published recently in these pages.

Just as I vigorously denounced the advertising agency for its shortcomings in one of a series of thirty-eight talks on advertising over the radio about two years ago, I feel it my duty to defend advertising against any unjust claims made against it.

Without discussing in detail the address given by Miss Leary, which, I will admit, had some mighty fine points in it, the gist of it all was, according to my own impression, that the advertising man was to blame for the false impression the public had received of the cosmetic industry. Since Miss Leary admitted that she was the personification of the cosmetic industry anything I might say here should be construed as applying to the industry rather than to Miss Leary personally.

Since my experience has led me into many phases of advertising work, including that of teaching the subject for the past three years, and since I function primarily as an advertising counselor, I feel that I am better qualified to give an unbiased retort than I would be if I were still in the agency field.

Before delving into the main point at issue I must admit that there are all too many men in the advertising business whose tactics resemble those of the "shyster" lawyer in their methods of misrepresentation, though they are chiefly to be found in the smaller and less consequential organizations. They will promise the client anything, and even in the face of the most convincing evidence to the contrary will try to make him believe that he is getting it. Such men are a menace to advertising, even though in the minority, and the sooner the ranks are freed of them the better it will be for the profession. And I can safely say without blinking a lash that if it were not for the vast number of gullible advertisers who are too short-sighted to see the importance of learning the fundamental principles of advertising—the greatest force in their business—such men would have long since passed on to other less scrupulous fields.

It strikes me that the cosmetic industry, through its spokeslady, stirred up a lot of smoke where there was but very little fire. In the first place, let us admit that there has been altogether too much misleading advertising in the cosmetic field, yet, I dare say, that it has been on the wane, due to the generally higher standard

of ethics prevailing throughout all business today. And were it not for the fact that people will resort to ways of achieving their purposes when struggling against odds that they would not employ under normal conditions, there would doubtless be less of it today. Nor do I condone such practices, but we must recognize human weaknesses, even though we denounce them.



To substantiate this point I might say that the salesladies in two of the leading department stores in the East catering to the average, in one case, and above the average, in the other, were very much pleased with the type of advertising now appearing and surprised at my remark

that some thought it misleading. The fact of the matter is that, if the cosmetic industry knew what it was all about so far as its advertising was concerned, it would not be inclined, in the spirit of fairness, to pass the blame off on the advertising profession. I've worked with too many advertisers to believe that the advertising man is fully or even half to blame. Any advertiser with the least spark of honesty must admit that when he engages an advertising man to work in his advertising department or an agency to handle his account, unless he is one of the comparatively few exceptions, he is going to insist upon having his own ideas carried out. Many a time an advertising man is forced to write into his copy statements which he knows to be wrong, and also feels compelled to fake his supposedly faithful illustrations. Such dominant supervision is even carried to the selection of media. In connection with this latter thought, I recall an account that I once lost because the advertiser, whose message was running in both newspaper and over the air when I took hold of it, but which I subsequently withdrew from both media until a more thorough sales and distribution plan could be established, insisted upon going into newspapers. His insistence was made in the face of a test which we made in each medium and found the results from the radio to be 3,600 per cent greater than in the paper. One of my fellow advertising men came along, agreed not only to put him in newspapers, but led him to believe that he would put the product over in three months with but three little three-inch ads a week in the newspaper. The advertising appeared for a short time, after which I seldom heard or hear anything of it.

Advertising most surely has lost ground during the last three years, but it's no more the fault of advertising than it is of the advertiser. It is all too obvious that the national economic situation has placed a large part of the would-be buying-public in a position where it either can not or is afraid to spend. Where one has no money to spend, it means absolutely nothing for her



**Stern Brothers**  
1314 STREET WEST OF FIFTH AVENUE

**Be Yourself**  
*Trulip*  
STICK  
**1.00**  
merely enhances the natural color of your own lips!

Don't look "rouged." TRULIP is the original transparent lipstick. Neither sticky nor greasy. It leaves no tell-tale mark on teeth or cigarettes or handkerchiefs. Spread it on, press a tissue between the lips to remove excess. Your lips are made up for the day! Medium for brunettes. Light for blondes and red-heads.

Stern Brothers—Yuletarian—Main Floor

**FAT WOMAN LOST 32 LBS.**  
Amazing Slimming Prescription  
Guaranteed True Line in 14 Days  
By 10 December No Gain

**30 MAGIC MOMENTS and Youth Again**  
HOLLYWOOD'S COVETED SECRET!  
COMPLETE ROUTINE for \$1

#### A GOOD ADVERTISEMENT AND TWO BAD ONES

to read the most truthfully worded or the most intriguing advertisement. Any advertising man worthy of the name will admit that personal selling is the most effective form of selling, still it is no secret that scarcely any salesman on the road has done anywhere near the business during the past three years that he did prior to that time. So why single out advertising as the grand cause of the failure to draw blood out of a stone?

Advertisers are too much inclined to underestimate the intelligence of the American public. The tactics they employ might go very nicely in some foreign countries where the art of advertising has not progressed to the point that it has in the United States. But Americans as a class are intelligent buyers. By that I do not mean that they should not be informed of the uses of products or of how they might go about to derive the greatest benefits for themselves.

There is one principle of psychology with which the advertiser must contend and that is that people like to think they are getting something for nothing. But if any advertiser hopes to increase his future sales by offering a special inducement to get the prospect to give his product a trial, I can not too strongly emphasize the importance of making the offer a legi-

timate one, which in no way shatters the expectations of the person he would count on buying his product repeatedly.

There is another fallacious practice prevalent in the trade today and that is the giving of tremendous discounts to dealers. I wonder how many have ever stopped to realize where that might end? If all advertisers were to indulge this evil, they may eventually be confronted with the same condition that sapped the profits of the retailer in the price-slashing of late. Soon the discount will have to be increased and eventually the dealers will sit back and laugh at you fellows while they simply display your line along with your competitors' and reap handsome profits. Don't even be surprised if they ask you to pay for the privilege of displaying your merchandise on their shelves, with extra charges for front counter displays. Windows are bought now, you know. This may seem like a mere fantasy, but such is human reaction to gullibility. For further indication of this, you may review the past few years of price-wars in not only your own line, but in many others.

Miss Leary really answered her own charge against advertising men in admitting that people had found it necessary to shop economically. Surely, women are using cosmetics and perfumes on a larger scale today. This fact was borne out in my special research for this article. Someone has to sell it to them. Naturally, women have been compelled in many instances to buy cheaper brands or makes than they had previously been accustomed to using. It is encouraging to note, however, that the present trend toward prosperity is bringing about a return to the better qualities.

It is my firm conviction, and regrettably so, that in their efforts to economize women have found that many of the alluring promises made by the less scrupulous firms who saw fit to extort fabulous prices for inferior merchandise were just pure "hokum." And if such is

**Everyday Magic for loveliness that endures**  
with this new ensemble of beauty aids  
by Carolyn Drew

**CAROLYN DREW**

**FAEN BEAUTY AIDS AT 10¢**  
Absolutely Equal '1' to '3' Quality

**PARK & TILFORD**  
**FAEN**  
Beauty Aids

#### A CONTRADICTION ON PRICES



the case (I'm not saying that it is, though from reading between the lines of Miss Leary's address I believe it to be so) those firms have no right to exist and I, for one advertising man, am heartily in favor of every effort to expose them.

The big trouble with advertising today is that those responsible for it in many instances have not employed the same honest principles in bringing their messages before their prospective customers that they insist upon from those with whom they deal directly or from those within their own organizations. Truth is truth regardless of where it is employed. And no amount of advertising will ever survive itself or enable any service or product to survive indefinitely if the sound invincible principles of truth are not adhered to.

One of the major and fundamental shortcomings of the advertiser is that he doesn't even know the first principles of advertising. He doesn't know what to expect or what not to expect from it. He does, however, expect miracles which seldom occur, if ever. Advertising is the most logical thing in the world. If you have something to sell, tell people about it, but be honest about it, and exercise a fair degree of intelligence as to how you present your message and select your media. Remember, you're still dealing with human beings, appealing to their sense of reason. How would you present your proposition if talking with an individual face-to-face? If wise, you would be as straightforward as possible. You would try to put yourself in his place—and particularly if he were a friend of yours. "But why, if a friend of mine?" you may ask. You would value your reputation for the future. Yet, when trying to win a friend for your merchandise you very subtly cram a pack of lies down his throat and expect him to admire you after he recovers.

You know, when you discover that a friend or acquaintance is slippery or a bit shady in his dealings, it requires a long period of honest endeavor on his part to convince you that, perhaps after all, you were a bit hasty in condemning him. But in selling, many thousands of dollars may be lost during the period in which your product is on probation, to say nothing of the firm foothold a competitor may secure in the meantime. Aside from reasons which might well be attributed to our period of economic readjustment, I firmly believe that a number of cosmetics are now on probation, many of which doubtless never will and never should come back.

Miss Leary also admitted that the customers should be treated fairly, but she doesn't seem to realize that she represents the order which is inflicting all this bunk upon the public. It's the old game of the gang leader cleverly manipulating affairs so that his lieutenants do the "stretch up the river." But the advertiser wants results, so he boldly exclaims: "Go get your woman! Don't ask me how; just get her! You know the consequences if you don't."

Barnum could better afford to use the glamorous appeal, because he was running a one-day stand, and, besides, those who visit circus grounds are too bent on fun and amusement—too eager to be entertained—to let the matter of a strict adherence to truth bother them. With the manufacturer trying to market his wares to a sober, discriminating public week after week, when they have ample time in which to weigh the claims of

competitors against each other, it's quite a different problem. One which calls for the most careful use of words and pictures—at least, insofar as they imply merits of the product or promises of performance. Women will try most any new kind of perfume or cosmetic if the advertising is alluring, but the advertising must ring true if repeat sales are to be realized.

Doubtless the method of handling a customer as related to me by a very intelligent saleswoman is by no means unique, in fact it is plain common sense. Still, I believe there are enough clinging to the old, unintelligent method to justify its being mentioned again. Instead of considering the customer as just another woman looking for a bargain, this saleslady carefully studies her features, recommending the proper cleanser, astringent and powder base, rouge, powder or other cosmetic which her particular skin requires. She offers any helpful advice she may think necessary and gives the woman a booklet to look over at her leisure, so that the desired results will be obtained. She does not try to sell her too large size jars, as it may take so long to use them the woman would forget where she had bought them and the store risk losing a customer for such merchandise. In short, this saleslady says she tries to put herself in her customer's place and endeavors to sell her only what she thinks best for her. If more of this spirit prevailed in present-day advertising and the public were conscious of it, more substantial sales records would be maintained.

### Zinc Stearate and Industrial Hygiene

C. K. Drinker, M.D., and L. T. Fairhall, Ph. D., discuss (*Public Health Reports*, 48, 32, 955) the question of zinc in relation to general and industrial hygiene. The authors point out that objections to zinc compounds depend upon their finely divided state or their tendency to flocculation and not to any poisonous quality in the zinc ion itself, and that recorded cases of alleged zinc poisoning are attributable to contaminating metals often found in many zinc compounds. They make the following recommendations:

1. In 1925, a publication of the Public Health Service (Reprint no. 1029) placed a limit of five parts per million of zinc in drinking water. This limit has been applied freely to many conditions in which zinc is ingested. Since the zinc ion is not of itself poisonous, and many times five parts per million may be taken without harmful effects, it is suggested that this limit, which gives a relatively innocuous metal an undeserved reputation for toxicity, be increased or done away with altogether.
2. Foods or beverages, with the exception of simple or chlorinated drinking water, should not be stored in zinc-lined or galvanized containers. Acid drinks and foods will invariably cause solution of zinc and the formation of simple compounds of zinc which irritate the stomach and may cause vomiting.
3. A single industrial condition arises from zinc and this condition is not produced by zinc alone. This is the "zinc chill", better known as metal fume fever. The different groups of symptoms described as chronic industrial zinc poisoning, together with other complex ills which have been ascribed to zinc, may be disregarded, as they are due to contamination by other substances.



# Survey of Dalmatian Essential Oils

*Rosemary, Sage, Laurel and Others Described*

*by Dr. Ernest S. Guenther, Chief Research Chemist*

*of Fritzsche Brothers, Inc., New York*

THE Dalmatian Island world, fascinating to the historian and beautiful to the tourist, since 1919 forms part of Jugo-Slavia and to a lesser extent of Italy.

Innumerable islands of various sizes, all surrounded by the blue Adriatic extend along the continent from Trieste in the North to the Bay of Cattaro in the South. Characteristic of Dalmatia are its barren mountain ranges, ascending on the islands to two thousand feet and on the continent even to four thousand feet.

Ancient ruins of Roman palaces, Venetian campaniles and loggias, ramparts of medieval fortresses, decrepit fishing villages and quaint harbors lend to Dalmatia an aspect of picturesque charm and of past grandeur.

The warm Southern climate and the permeable calcareous soil bring forth a vegetation typical of the Karst Mountains. It is the evergreen rugged flora frequently referred to as *Macchia*. The hillsides facing the continent are often covered with dense and beautiful pine and oak forests hardly touched by man.

But on the summit, the aspect abruptly changes and towards the Adriatic the mountain slopes are mostly barren and sun-parched. Rivers suddenly disappear in the loose, calcareous ground and form huge caves from which they emerge down on the coast or reappear as submarine fountains in the Adriatic Sea. Centuries ago these slopes were probably covered with extended woods until the Venetians felled the trees for use in ship building without thought of reforestation. Thus the slopes finally became deprived of humus and now only the hardy *Macchia* finds sustenance where other plants must perish in heat and drought.

Poor hamlets of windowless and crude, stone houses are surrounded by low and loose stone walls; beyond them the *Macchia* stretches as far as the eye can discern. It is not a plant group of great variation, only a few species of bushes and trees occurring all over the Islands. Sturdy oaks, rugged pines, lofty eucalyptus and thorny aloes, laurel, myrtle and juniper all grow together. Between them the ground is covered with blue flowering rosemary, silvery green sage, yellow blossomed helichrysum and the air is fragrant with the balsam of the ever present labdanum. Leaves and branches of the hardy perennials are protected by thick skins or, as in the case of labdanum, by exudation, which feature during three months of excessive heat prevents the water in the plant cells from evaporating and thereby preserves plant life.

As in Northern climates the flora during Winter enters into a dormant period, so in the Karst the perennials of the *Macchia* slumber through the peak of Summer heat and reassume full activity in Fall with the first

ample rains. In contrast to the perennials the annual plants of the *Macchia* come to their fullest development before the heat sets in and then perish in the Summer; the seed, absolutely heat and drought resistant, finds protection and sustenance in the poor soil and late in the year starts to grow.

The history of plant distillation in Dalmatia goes back probably one hundred and fifty to two hundred years. It was, of course, distillation under most primitive conditions, very likely in the type of stills originally invented by the Arabs and introduced to the Balkans by the conquering Turks. Such types of crude stills are to be found today among the flower distillers, not only in Dalmatia, but also in the Valley of the Roses in Bulgaria.

Before the war, when Dalmatia was part of the Austro-Hungarian Empire, its government made great efforts to develop an essential oil industry on the Dalmatian Islands. Model distilling plants were set up in some of the villages and the farmer distillers were organized into co-operatives with a view to finding a regular sale for their oils.

But from 1914 to 1918 the Islands were near the actual fighting zone and the male population when called to arms could devote no attention to the distillation of oils.

Spain, also favored with a Southern climate, a similar vegetation, and in addition, remaining neutral, found its great opportunity during those years to develop an essential oil industry. After the war, the Spanish essential oil exports grew to such importance that today they far surpass Dalmatia's. Today Spain almost holds a monopoly on the production of oil rosemary, spike-lavender and thyme.

The years after the war were rather difficult for Dalmatia. A few of the Northern Islands fell to Italy but the mainland and most of the Southern island became part of Jugo-Slavia.

Although both the Italian and Jugo-Slavian governments are trying to stimulate the Dalmatian essential oil industry, the fact remains that the old Austrian Empire with a united consuming population of forty million has disappeared. Spain practically dominates the world market in supplying oil of rosemary which before the war was almost exclusively distilled in Dalmatia.

To a small extent, Dalmatia staged a comeback with the sharp increase in the production of oil of sage (*Salvia Officinalis*). Before the war this oil was not in much demand and Spain even today does not produce it. Yet the increased tonnage of oil of sage can not by far compensate for the loss in reduced exportation of Dalmatian oil of rosemary.







THEY BRING IN THE PLANTS

The rosemary bush (*Rosmarinus Officinalis*) grows wild and abundant on most of the Dalmatian Islands. Important are the islands of Brac, Hvar (Lesina) and Vis, now belonging to Jugo-Slavia, and the island of Cherso, part of Italy since 1918. Distinguished as producing center of the best quality oil is the Village of Brusje (Island of Hvar) with its farmer co-operative.

Rosemary grows about three feet high and blossoms from Fall to Spring, but most luxuriously in May and June, when whole mountain slopes often appear in a delicate and beautiful, bluish hue. The best time for harvest is from the end of August to the end of September. During this period the female population of the villages cut the twigs with sickles. If not carefully cut the plant is likely to perish. Clipping is done systematically according to the development of the bush and with a view to sparing the weaker plants, thus giving them a respite of one to two years.

The cut plant material is transported to the villages and subsequently stored until the dried leaves start to fall off the twigs. This process is sometimes referred to in literature as fermenting. Actually it is only a drying process facilitating the removal of the leaves from the twigs which process is sometimes finished by simple and gentle threshing.

An important feature which should be noted is that in Dalmatia only the leaves of rosemary are distilled and not the twigs and wooden plant parts.

Distillation is carried out in the villages by individual farmers or farmer co-operatives, often in primitive direct fire stills, which because of their Oriental shape remind of Bulgarian rose oil stills of Turkish origin. Such a still, usually holding 100 liters, is charged with 30 kilos of leaves and 80 liters of water. The dry rosemary twigs from which the leaves are previously removed serve as fuel for the open fire beneath. Distillation lasts from two to three hours and the yield of oil on an average amounts to two per cent.

Of course, there are also quite a number of large scale modern steam stills in operation, owned mostly by co-operatives. Before the war, distillation of rosemary in Dalmatia was purely a home industry and for this purpose the farmers used the same stills which served during other periods of the year, for distilling brandy. In fact, the Dalmatian farmer population almost seems to have considered oil of rosemary akin to "Slivovitz" for they used to sell twenty grams of rosemary oil (about  $\frac{3}{4}$ ounce) at two kronen (40c) as a remedy for stomach trouble!

The former Austrian-Hungarian government spared neither effort nor money to promote the distillation of rosemary oil. Experimental plantations of rosemary were started although it appears that rosemary remains more hardy when growing spontaneously and wild on the open hill slopes. Of course, the prevailing low prices for rosemary oil absolutely prevent successful cultivation of the plant which demands initial capital investment and much care during the current year. The government also encouraged the farmers to unite into co-operatives of which several important ones survive in Brusje and Grablje.

The greatest impetus for the production of rosemary oil was given by the former Austrian government when this oil was introduced into the pharmacopoeia of the old monarchy as an official denaturant for industrial alcohol. This feature created a steady demand, at uniform prices, on the part of a large consuming territory. Indeed, oil of rosemary, if added in the right proportion seems hardly to affect the odor of alcohol but it does have a decided effect on the flavor, thus making industrial alcohol unpalatable yet well suited for other purposes.

Before the war Dalmatia produced up to twenty thousand kilos of oil of rosemary a year. With the breaking up of the old Empire this figure diminished greatly. Ten thousand kilos now seems to be a high estimate. Exact figures are hard to obtain since the oil is shipped from various ports. Trieste, formerly the



A TYPICAL DALMATIAN VILLAGE



sole export harbor for oil of rosemary, has lost its significance in this respect.

The fact that in Dalmatia only rosemary leaves are submitted to distillation has, without doubt, great influence on the quality of the oil. Proper distillation in modern and clean steam stills is of secondary importance. The writer is inclined to attribute the high quality of the Dalmatian rosemary oil which is considered the finest in odor by many experts, to proper and careful selection of the plant material. In literature, Dalmatian rosemary oil is said to excel the Spanish oil. It is held that the Spanish rosemary oil is supposed to be distilled from plant material containing besides rosemary, other plants such as spike, sage, etc. From his own experiences in Spain, the writer is in position to state that the Spanish distillers never distill mixed plant material. Any inferiority of certain lots of Spanish rosemary oils must be attributed mainly to deliberate adulteration which feature, by the way, can just as often be observed in Dalmatian rosemary oil.

Comparison of *genuine* oil of rosemary of Dalmatian and Spanish origins reveals that the Spanish oil, although very good and strong and having a typical plant odor, is somewhat harsher in note, whereas the Dalmatian oil is softer and more delicate. The Spanish oil is, therefore, best suited for soap perfuming work and the Dalmatian oil for high grade perfumes (eau de Cologne) and especially for flavoring work. This difference, it appears, is due to the fact that the Dalmatian producers distill



INTERIOR SHOWING TYPE OF STILL



HANDFUL OF DALMATIAN SAGE

only the rosemary leaves while the Spaniards submit to distillation rosemary plant material consisting of leaves, small twigs and wooden parts.

This variation in selecting the plant material influences, without doubt, the physical and chemical properties of Dalmatian and Spanish rosemary oils.

Genuine Spanish rosemary oils have the following properties:

	Murcia Type (main production)	Granada-Jaen Type
Specific Gravity at 25°	0.896/0.898	0.898/0.900
Optical Rotation:	-0° 32' / -2° 27'	+4° 47' / +4° 53'
Total Borneol:	10.4% / 10.9%	14.8% / 15.1%
Ester Content:	2.6/2.8	2.8/2.9
Solubility:	Usually clearly soluble in 6 to 7 volumes of 80% alcohol; sometimes slightly turbid with addition of more alcohol.	Soluble in 7 and more volumes of 80% alcohol.

Slight variation from these properties is permissible, the oils described above representing only a few standard samples.

Dalmatian oils of rosemary of unquestioned purity show the following characteristics:

Specific Gravity at 25°:	0.899/0.904
Optical Rotation:	+2° 6' / +2° 38'
Total Borneol:	10.5% / 11.8%
Ester Content:	2.3/4.2
Solubility:	Usually soluble in 2 volumes and more of 80% alcohol; sometimes slightly turbid with more.

The United States Pharmacopoeia, Tenth Edition, specifies an optical rotation for oil of rosemary varying from 0° to +15°.

It is interesting to note that the oils of rosemary of Dalmatian origin conform with the specifications of the U. S. P. whereas the bulk of oil of rosemary as produced in the Province of Murcia in Spain differs in that these oils in their pure form mostly show laevo rotation. This inconsistency of the U. S. P. must be attributed to the fact that those specifications have been taken over uncritically from older editions of the U. S. P. edited in years when oil of rosemary came almost exclusively from Dalmatia and to a smaller extent from Southern France.

The following constituents have been found to occur in oil of rosemary:  $\alpha$ -pinene, camphene, cineol, camphor, borneol, bornyl acetate, a sesquiterpene (probably caryophyllen).



As adulterants for oil of rosemary, oil of camphor and fractions from oil of camphor originating from the safrol manufacture are frequently used; furthermore, oil of eucalyptus, eucalyptus terpenes as resulting from the manufacture of eucalyptol, oil of turpentine and terpinolene are also used. An adulterant frequently found in oil of rosemary is steam distilled American pine oil.

It is to be regretted that the Dalmatian distillers have not yet come to understand the changed situation in the production of oil of rosemary which during the last few years has shifted from Dalmatia to Spain. It is impossible to obtain prices for the Dalmatian oil greatly in excess of Spanish rosemary oils. The sooner the Dalmatian farmers come to realize this fact the better it will be for the revival of the Dalmatian rosemary industry.

### Oil of Sage Dalmatian

The sage plant (*salvia officinalis*), broad-leaved and of greyish-silvery color, grows wild and abundant on the barren hillslopes of the Dalmatian Islands and the mainland coast. It attains a height of about two feet.

Harvest takes places from the end of July to September. Important producing centers are the island of Cherso which since 1918 belongs to Italy and the island of Veglia which now is part of Jugo-Slavia.

The production of oil of sage is of comparatively recent origin; before the war only very limited quantities were distilled and it therefore seems that this oil has come into prominence within comparatively few years.

Before 1914 not more than 300 to 500 kilos of oil of *salvia officinalis* per year were distilled in San Martino di Cherso; almost the total output was exported to Germany and practically nothing directly to the United States. At that time this oil was distilled on an almost experimental basis by some of the bigger Dalmatian distillers equipped with more modern apparatus. The intention then was rather to seek new oils aside from oil of rosemary. During the war the main distilling plant in San Martino di Cherso was taken over by the Austrian-Hungarian government and all the oil of *salvia officinalis* distilled (about 1600 kilos) was used in field hospitals. After the war, particularly during 1921 and 1922, a markedly higher demand for Dalmatian sage oil set in, the essential oil houses in Germany purchasing about 1500 kilos. During 1927-1928 the United States suddenly appeared on the market as a buyer of this oil and the exportation from Dalmatia to the United States reached about 5000 kilos whereas the demand on the part of Germany decreased considerably.

Since oil of sage demands a more careful distillation

in modern stills this oil is now almost exclusively distilled in larger plants and practically not at all in primitive farmer stills.

In San Martino di Cherso alone about 2000 kilos were produced during the last few years. The plants are cut with sickles, carefully cleaned from adhering earth and stony material and transported on donkeys to the villages. After storage in barns for a few days the plants become somewhat dry and are then distilled.

The yield of oil at the beginning of the harvest might be as high as 2%. Toward the end of the harvest the oil yield decreases to about 0.7%; as an average yield 1.4% can be assumed.

Distillation is carried out with steam, one charge lasting about one hour. The pure oil is of a strong yet delicate, spicy flavor, truly representing the natural perfume of the plant.

A few samples of genuine Dalmatian sage oils showed the properties indicated in the table at the foot of this page.

The following constituents have been identified as occurring in Dalmatian oil of sage: d- $\beta$ -thujone, l- $\alpha$ -thujone (main constituent),  $\alpha$ -pinene, cineol, d-camphor, borneol, bornyl acetate.

Oil of sage Dalmatian as distilled from *salvia officinalis*, should not be confused with Spanish oil of sage which latter, distilled from *salvia triloba*, has an entirely different odor character and could by no means replace the Dalmatian oil, especially in flavor work. The Spanish oil reminds one of spike lavender and rosemary rather than of true *salvia officinalis*.

In case of insufficient demand for oil of sage Dalmatian to warrant distillation of larger quantities of oil, the plant material is further stored by the farmers, fully dried and exported as such. A clear distinction is then made of large, medium and small size leaves which latter are the poorest quality and likely to pulverize in transportation. Great quantities of this plant material are annually shipped to the United States where it serves in the packing industry as a flavoring ingredient. It is surprising that more oil of sage is not used in this industry since freight is saved by shipping the oil instead of the bulky plant material.

To give the full flavor value of the original plant, a concentrated, thick liquid extract of the *salvia* plant is sometimes used in conjunction with the corresponding essential oil. This plant extract is made by extracting the steam distilled plant material with hot water and by concentration of the watery extract. Twenty per cent yield of concentrated extract is usually obtained from the plant material.

### Oil of Laurel Leaves

Oil of laurel leaves is distilled on some of the Dal-

	I	II	III	IV	V	VI
Spec. Grav. 15° C.:	0.917	0.916	0.918	0.919	0.918	0.919
Opt. Rot.:	+20° 10'	+20° 35'	+22° 8'	+20° 10'	+19° 20'	+28° 56'
Ref. Index 20°:	1.4589	1.4588	1.4604	1.4601	1.4600	1.4602
Est. Cont. (bornyl acetate):	3.1%	2.6%	3.1%	2.8%	3.1%	2.6%
Total Borneol:	10.7%	10.2%	11.0%	10.7%	10.7%	12.4%
Thujone Content:	59.9%	59.7%	56.4%	57.6%	57.4%	57.2%
Solubility:	Sol. 3.5/4 vol. & more 70% alcohol.	Sol. 3.5/4 vol. & more 70% alcohol.	Slightly opalescent in 5 vol. 70% alcohol; clear with more.			Sol. in 4.5 vol. & more 70% alcohol.



matian Islands from the leaves of the laurel tree (*laurus nobilis*).

During the winter months from September to March the twigs of the laurel trees are trimmed and the leaves are then submitted to distillation. Fresh leaves give about 0.5% of oil whereas dried leaves yield about 0.8%.

An important producing center for oil of laurel on the Dalmatian Islands is San Martino di Cherso. As a maximum, 250 kilos were produced there in 1929 and this has fallen to 50 kilos of late.

Most of the oil produced was exported to Germany. A pure oil of laurel leaves when analyzed showed the following properties:

Specific Gravity 15° C.:	0.926
Optical Rotation:	—14° 6'
Refractive Index 20° C.:	1.4695
Saponification Value:	27.1
Solubility:	Slightly opalescent in 3 volumes of 70% alcohol; opalescent with more.

The following constituents have been found to occur in oil of laurel leaves:  $\alpha$ -pinene,  $\beta$ -pinene,  $\alpha$ -phelandrene, cineol (main constituent), l-linalool, l- $\alpha$ -terpineol, geraniol, methyl eugenol, acet-eugenol, eugenol, a sesquiterpene, acetic—, iso butyric—, iso valeric— and capronic acids.

Oil of laurel leaves is used mainly for flavoring purposes and gives very satisfactory results.

### Oil of Helichrysum

Helichrysum oil is distilled in Dalmatia from *helichrysum-angustifolium*. It was produced for the first time in Dalmatia on the island of Cherso in 1908.

The helichrysum plant grows wild on the Dalmatian Islands particularly in Cherso and Lussino and is outstanding not only because of its brilliant yellow color but also because of its strong and characteristic perfume.

Only the fresh plant can be submitted to distillation since after twenty-four hours fermentation sets in. Therefore, the plant lots coming into the distillery must be worked up the same day. Distillation of one charge lasts about an hour and the yield of oil is about 0.10%.

Cutting of the plant material is done with sickles. The stalks contain practically no essential oil which is entirely assembled in the flowery top and in the leaves.

### Constants of the Oil

A pure oil of helichrysum as distilled in San Martino di Cherso has the following properties:

Specific Gravity 15°:	0.904
Optical Rotation:	—0° 30'
Refractive Index 20°:	1.4741
Saponification Value:	122.3
Total Geraniol:	41.5%
Solubility:	Soluble in 0.5 volumes and more of 90% alcohol.

The chemical constitution of oil of helichrysum is very interesting. An exact study has been made of late and will be reported in the near future after completion of the work.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Stabilizing Milks

Benzoin milks can be stabilized by the addition of a small amount of a fatty alcohol sulfonate. Dissolve the alcohol sulfonate in the tincture of benzoin, and add slowly to the mixture of aromatic water and glycerine with rapid stirring. Variations in the method of solution are possible, so that the technique can be adapted to any process.

### Sweating in Creams

One of the several reasons why emulsified creams sweat is that the two liquids, namely the oil and water solutions, are not at the same temperature when mixing takes place. The best temperature is about 60°C. for both liquids. Sometimes, the temperature must be raised as high as 80°C. for good mixing. In any event, be sure that both liquids are at the same temperature.

### Deodorizing Isopropyl Alcohol

It is almost impossible to completely deodorize isopropyl alcohol. The next best thing to do is to modify its odor that it will not be obnoxious. Poucher, in his great book on cosmetics, gives numerous possible procedures. Prefixation is what this amounts to. In lotions where the cologne note is most popular, adding small amounts of linalyl acetate, ethyl anthranilate and iso-o-butyl cinnamate will prefix the alcohol. Store the mixture in a cool dark place, in a glass container, for about a month before using in cosmetics. To this blend, further addition of aromatics is possible, such as tolu, benzoin, orris, opopanax labdanum and others.

### Spirit Cleansers

Because of the success enjoyed by one spirit cleanser in particular, a few modifications of this liquid type of cleanser have appeared. Some are not very good replicas. Soap chemistry is too complicated to produce a fine product "just like that." Here are two types of products that will serve as a basis for your experiments. Make a solution of  $\frac{1}{2}$  to 1.5 per cent sodium lauryl sulfonate in a hydro-alcoholic mixture containing about 35 per cent alcohol, either ethyl or isopropyl alcohol. It is advisable to add about 5 per cent glycerine. The other type contains about .5 to 1 per cent triethanolamine in a similar hydro-alcoholic solution along with about 5 per cent glycerine.

### Hand Cream

At this time of the year there is much demand for this type of preparation. Likewise, there seems to be a definite trend to making these creams with triethanolamine. A good point to remember is to keep the content of glycerine high. Up to 15 per cent is all right.



# Improvements in Shaving Preparations

## Summary of Results of Recent Research on Materials and Manufacturing

by Josef Augustin

THE efforts that have been made to make shaving easier and more comfortable have not been confined solely to improving the ordinary shaving soap, but have also resulted in compounding other shaving preparations, which often act in different and strange ways.

Shaving preparations may be broadly divided into the three following classes, namely, those used before shaving or so-called preparatory shaving compositions, second, the direct shaving preparations, and, third, the preparations used after shaving.

The author first considers the preparations that are used to prepare the face for the shaving operation. These have for their purpose to assist the shaving soaps and creams. They may be skin creams or shaving lotions, which are employed to make shaving easier in the case of tough beards. Their action is in part to soften the beard and in part to protect the skin against the roughening effect of the razor.

### Pre-Shaving Preparations

A suitable cream, of which a small amount may be rubbed into the skin before the shaving soap is applied, usually contains considerable water. This cream will contain a little soap, a little fat and an emulsifying agent. Creams that contain only a little fat do not have a harmful action on the lathering quality of the shaving soap, or only an inappreciable one. They facilitate the cutting action of the razor and soften the beard. This is caused by the fact that they induce better wetting of the skin and the beard by the shaving lather. An advantageous composition of such a cream is as follows.

One hundred parts by weight of potassium stearate cream, which contains only a small quantity of free stearic acid, are mixed with one part by weight of mineral oil, one part by weight of lanolin, one part by weight of lecithin (vegetable lecithin) and half a part by weight of sodium cholate.

A cream that contains a considerable proportion of fats is effective primarily in softening the skin more than the other type of cream, but a disadvantage is that wetting action on the skin and beard is impaired to a certain degree.

The most advantageous type of cream to be used before applying the shaving soap or cream consists of a combination of a composition, containing considerable fat and possessing marked skin-softening properties, and one that contains soaps and emulsifying agents and hence is especially effective in softening the beard. This composite cream is prepared by melting

together two parts by weight of cetyl alcohol, two parts by weight of lanolin, four parts by weight of mineral oil, three parts by weight of spermaceti and two parts by weight of lecithin. A warm solution of two parts by weight of pulverized, good quality soap and two parts by weight of potassium stearate in seven parts by weight of glycerine and 73 parts of water is mixed with the melt while being stirred constantly. The mixture is stirred until it becomes cold. Then a mixture of 0.2 part by weight of sodium cholate and one part by weight of triethanolamine oleate, which are first dissolved in a small quantity of water, may be added.

Hydrated substances or those that swell up when mixed with water, for example a solution of gum tragacanth, starch paste or the like, may be added in moderate proportion to this cream. Their action is to improve the softening and irritation-reducing properties of the cream to a considerable degree.

Shaving lotions, which are likewise used before shaving, a few drops being rubbed into the beard, may also be employed. They soften and roughen the horny substance of the hair.

### Use of Sodium Cholate

A very effective shaving lotion, which softens the beard, makes the skin soft and does not irritate nor render it sensitive to any degree, may be prepared with the aid of sodium cholate. One important property of sodium cholate is that it does not impair the lathering quality of the shaving soap or cream when it is applied to the face. In fact it has been found that sodium cholate for the most part facilitates the lathering of the soap. The sodium salt of cholic acid is the active principle which is responsible for the emulsifying property of the bile. It is not harmful to the skin. Consequently, it has no bad effect when cosmetic preparations, which contain it, are applied to wounds. This is, of course, a very important matter in compounding shaving preparations.

Another advantage of sodium cholate is that it effects its action when present in very small quantities. However, its yellow color and a certain characteristic odor and bitter taste are disadvantageous when it is used in rather large quantities in compounding these preparations.

The simplest shaving lotion, which is compounded with the newer ingredients recommended for this purpose, contains one per cent sodium cholate, five per cent glycerine and 94 per cent water. The following formula is also worthy of mention. Half of one per cent of sodium cholate is dissolved in a warm mixture





of half of one per cent of triethanolamine, 0.2 per cent potash, 5 per cent glycerine, 19 per cent water. Then there are added a solution of half of one per cent of potassium stearate, 2 per cent of turkey red oil in approximately 82 per cent of water. Alcohol may be added to this mixture, but it is not absolutely necessary. Sodium salts of sulfonated fatty alcohols may be added in small proportions to all these shaving preparations which are intended for use before applying the shaving soap. For additional information on these products, see the section on shaving soaps proper.

### Direct Shaving Media—Soaps

As far as direct shaving preparations are concerned, the most important product, which has retained its position even to the present time, is shaving soap, which is available in different forms. Thus there are shaving soap powders, shaving sticks, shaving soap in cake form, liquid, milky or transparently clear shaving soaps and shaving creams. As far as the processes used in the manufacture of shaving soaps are concerned, there may be mentioned the following: boiled soaps, semi-boiled soaps and cold-made soaps. There are also milled soaps or soaps cut in cakes, and finally combinations of boiled and cold-made soaps.

The most effective base in all of these shaving soap preparations is potassium stearate. This is formed from stearic acid or partly from tallow, lard and other fats, which contain stearin, by combination with the required quantity of potash lye. In the case of stearic acid, a solution of potassium carbonate may also be used. There is no other substance known today that will give at one and the same time such a mild, thick, creamy and permanent lather. The potassium stearate lather at the same time makes the hair of the beard stand up straight away from the face and supports the individual hairs, so that they are properly cut by the razor. The hairs cannot turn aside and grow into the skin.

All the other constituents of the shaving preparations are inferior to potassium stearate in this particular effect.

The addition of 5 to 30 per cent of coconut oil to the stock used in making shaving soap makes the lather of potassium stearate thicker, more creamy and quicker to form. The addition of glycerine and other substances makes the potassium stearate lather smeary and thinner. The addition of more than 15 per cent of coconut oil is advantageous only in certain instances. For example, this may be done when the shaving soap contains a large proportion of glycerine and superfatting agents. The addition of large quantities of coconut oil to the stock used in making these shaving soaps may easily give a lather with too large bubbles. Furthermore, such a lather will disappear too quickly. Due to personal idiosyncrasy to coconut oil soaps, many skins will be irritated by shaving soaps which are manufactured from stocks containing too much coconut oil.

Sodium soaps, which may be present in the shaving soap in the proportion of approximately one-twentieth to a maximum of one-third of the total weight of the soap, make the lather thicker. Such soaps have a better action on the beard. A larger content of sodium

soap destroys the creaminess and permanency of the lather. However, a shaving soap, which contains only potash soap, is inferior to one that contains a small percentage of sodium soap. Hence, caustic soda lye should be used along with potash lye in making these soaps, but not in the high proportions that are recommended in the old-fashioned directions for making shaving soaps.

Glycerine should be present in every type of shaving soap. Glycerine is always present in the shaving soaps that are manufactured from tallow or in the cold-made soaps, which are unfortunately too sharp or which easily become rancid; also in liquid and creamy soaps. On the other hand shaving soaps in solid form do not admit of a large addition of glycerine. Any half-way skilled soap manufacturer can provide for the incorporation of 2 to 5 per cent of glycerine, based on the weight of the soap, this being accomplished by milling or in some other way. More is still better. Inasmuch as the lather becomes altogether too thin and smeary, the glycerine content of the soap must not be increased to more than 30 per cent of the weight of the pure soap, even when sufficient coconut oil is used as a counterweight. In addition glycerine makes the skin elastic, prevents rapid drying-out of the lather, improves the wetting action and the softening of the hairs of the beard, and permits a smoother passage of the razor over the face. There are, however, certain people that cannot tolerate well even a minimum quantity of glycerine on the skin.

Although soap is an excellent wetting agent, nevertheless its wetting properties can be materially improved by the addition of substances that possess decided wetting action. It is significant that even small proportions of these substances, when added to shaving soaps, will have an appreciable effect in improving the wetting action of the lather produced by these soaps. However, even greater care must be taken in using these substances than in the case of the addition of potassium oleate, which is a good wetting agent, because too great a content of these wetting agents and emulsifiers in the shaving soaps will impair the permanency of the soap lather and also its action in supporting the beard so that shaving is easy.

The following are some of these wetting agents which are of more than ordinary interest. These include triethanolamine soaps, which should not be added in a proportion greater than 5 per cent; lecithin, which should be used in approximately 2 to 5 per cent; sodium cholate, which is active in very small percentage, namely as low as 0.2 per cent with 2 per cent as a maximum; sodium lauryl-sulfonate, which may be used up to a maximum of 50 per cent on the weight of the lather. Most advantageous results are, however, obtained with lecithin and sodium cholate. This is due principally to the fact that they have the property of mitigating the harsh action of other ingredients of the shaving soap, such as perfume, potassium carbonate, deeply-penetrating sulfonated preparations and the like.

### Use of Sodium Lauryl-Sulfonate

It is striking that sodium lauryl-sulfonate has a more favorable action on the shaving soap lather than similar preparations made from cetyl alcohol or stearic al-



cohol, oleic alcohol and the like. Furthermore, the creamy, permanent lather of great abundance, which is obtained from shaving soaps containing approximately 50 per cent potassium stearates and this wetting agent, is astonishing. The same result is neither obtained with potassium stearate (or any other common shaving soaps) nor with sodium lauryl-sulfonate when used alone. The addition of approximately 5 per cent of sodium lauryl-sulfonate is sufficient to cause satisfactory increase of the wetting action of the soap, and this proportion should not be exceeded in practical work for different reasons. One of these is that sodium lauryl-sulfonate, when used in this proportion, will not irritate even supersensitive skins. This is an important matter, because, although the various sulfonates do not evolve alkali by hydrolysis as is the case with soap, they have, nevertheless, a deep action on the skin, which is sometimes accompanied by a biting effect. The deep action of these sulfonates is counteracted by the presence of a correct proportion of soap in the shaving preparation, and also of a small quantity of lecithin and lanolin.

### Use of Fatty Substances

It is true that fatty substances, such as lanolin, spermaceti, waxes, mineral oil, petrolatum, etc., make the skin smooth, but they impair the wetting power of the shaving soap and spoil the lather in one way or another. Hence, these substances should not be added to the shaving soap in a greater proportion than 2 per cent altogether. It is also necessary to exercise similar care in adding fatty alcohols and other fatty emulsifiers to the soap. The proportions should be carefully controlled so that the lather is not spoiled.

Solid shaving soaps are still used in large quantities due to the fact that they cost the least and the most soap is obtained for the money. However, the solid state of these soaps prevents addition of many advantageous ingredients in sufficient quantity to produce desirable results.

Larger proportions of certain ingredients, that counteract disadvantageous properties of soap or the like and that improve the wetting properties, can, however, be added to shaving creams. If the consumer is willing to use the less economical shaving cream, it is because of its advantageous, shaving-facilitating action. On the other hand, when the shaving cream is manufactured in such manner that it constitutes nothing more than a simple shaving soap, which has been diluted only with water, then it no longer fulfills its purpose. The addition of a small amount of glycerine, which is sometimes resorted to, makes very little difference. It is only when a large proportion of glycerine is added and attention is given to improving the wetting and softening properties of the shaving soap, that a shaving cream is obtained, which will always be preferred to any good grade of shaving soap in cake form, even though the shaving cream is more costly. The good qualities of the shaving cream are manifested to best advantage in the case of heavy beards which are difficult to shave clean.

(To Be Continued)

### Drug Section Elects S. W. Fraser Chairman

SAMUEL W. FRASER, of Burroughs, Wellcome & Co., Inc., New York, was elected chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., at a meeting of the Section in the Chemists Club October 31. Herman G. Weicker, of Dodge & Olcott Co., was named vice-chairman, and S. Barksdale Penick, of S. B. Penick & Co., and Ray C. Schlotterer were re-elected treasurer and secretary, respectively. George Simon, of the Heyden Chemical



S. W. FRASER



H. G. WEICKER

Corp., was elected representative of the Section as director in the general board.

The following were selected as members of the executive committee: Gustave Bayer, Merck & Co., Inc.; James Chilcott, The Maltine Co.; N. S. Dahl, John T. Stanley & Co.; J. F. Hayes, Eli Lilly & Co.; Joseph A. Huisking, Charles L. Huisking & Co., Inc.; Warner James, Towns & James; David L. Kaltman, D. Kaltman & Co.; Paul Muller, Owens-Illinois Glass Co.; John Powell, John Powell & Co.; John J. Reiner, Lehn & Fink Products Co.; A. A. Teeter, Charles Pfizer & Co.; and A. A. Wasserscheid, Mallinckrodt Chemical Works.

At the suggestion of the nominating committee, it was voted that an Advisory Council be elected. This body will consist of the last five past-chairmen of the Section, and each year the outgoing chairman will become a member of the council, the oldest ex-chairman in point of service retiring.

### Advance Date of Election

Election of officers at the October meeting was unusual in that in the past they have always been elected at the annual meeting of the Section in January. However, it was explained that the election date was changed to give the new chairman more time to become accustomed to his duties before the annual dinner which usually is held in March.

The meeting, which was attended by a large number, was addressed by Frank A. Blair, president of the Proprietary Association, who spoke on the proposed Tugwell Bills which would supersede the present Pure Food and Drugs Act. Mr. Blair urged members of the Drug Section to join in the fight which is being waged to defeat the measures.



# TRADE NOTES



## Barbas Returns to France

Raymond Barbas, vice-president and general manager of Jean Patou, Inc., New York, sailed for France on the *Ile de France* November 4 after a brief visit to this country. Mr. Barbas spent all of his time while here at the New York offices of Patou where he conferred with the American representatives on sales policies for the coming year.

Count Jacques de Sieyes, manager of the New York office of the company, returned here on the *Ile de France* October 31 after a short stay in France. He reports conditions still unsatisfactory abroad, with little prospect of betterment in the near future.

## Godefroy to Rebuild Plant

C. W. Godefroy, head of Godefroy Manufacturing Co., St. Louis, is planning to tear down the building on Olive street in that city, which has housed the company's activities since 1886, and to replace it with a two-story business structure at a cost of more than \$50,000. Mr. Godefroy says that he regards even the new building as a temporary structure to be replaced by a tall building serving as a business and educational center for cosmetic companies as soon as business conditions justify it.

## Matchabelli Moves Sales Office

Sales and executive offices of the Prince Matchabelli Perfumery Corp. will be moved this month to 724 Fifth avenue, New York City, where large space has been leased on the eleventh floor in the building at that address. The laboratories of the company will remain at their present location, 160 East 56th street, New York.

The company has appointed Helen Willis, of Lothrop-Willis-Mackenzie, New York, in charge of its publicity.

## Gompes Appoints European Agents

Henri S. Gompes, New York, manufacturer of the "H. S. G." line of cosmetics, has advised us of the appointment of Daniel Gompes as representative of the company with headquarters in Amsterdam, Holland, and Benjamin Gompes with headquarters at Antwerp, Belgium. They will handle the European business of the company.

## Moon Glow in Larger Quarters

Moon Glow Cosmetic Co., Ltd., has removed to larger space at 259 Seward avenue, Hollywood, where it now occupies more than 2,600 square feet of space.

## Willys on Affiliated Board

John N. Willys, chairman of the board of the Willys-Overland Co., has been named a director of Affiliated Products, Inc., Chicago, manufacturer of several prominent lines of toilet preparations and cosmetics.

## Picker Sponsors Endurance Flight

Possibly before this issue of the magazine reaches its readers the endurance flight of the "Outdoor Girl" will have started. This flight, in which Viola Gentry and Mary Sansom will act as co-pilots with Fred Fetterman



MR. PICKER, MISS GENTRY AND MR. FETTERMAN

flying the refueling ship, has been held up for some weeks by a series of difficulties encountered in practice flights. It is being sponsored by Myram Picker, president of the Crystal Chemical Co., manufacturers of the "Outdoor Girl" products, who has been interested in aviation for a long time. The photograph shows Miss Gentry and Mr. Fetterman bidding goodby to Mr. Picker when he sailed recently for Europe.

## Hoy Chemical Takes Over DeSoto

The Hoy Chemical Co., St. Louis, has taken over the entire stock, machinery and trade name of the DeSoto Chemical Co. The new company, of which H. C. Barthel is manager, specializes in the manufacture of a deodorant and a floor wax.



## Rose Mel Laboratories to Move

A. H. Rosenfeld, president of the Rose Mel Laboratories, Inc., has announced that his company will move from 928 North Main street, St. Louis, to a new home at 907 Delmar boulevard as soon as alterations are completed. The company expects to add a complete line of janitor supplies to supplement the liquid soaps and cleaning fluids which it now produces.

## Mrs. Boalt's Prize Winning Pokes

Mrs. Ralph G. Boalt of Winona, Minn., will have as foundation stock for her new kennels the two English Pekingese pictured here. Mrs. Boalt, who is the wife of Ralph G. Boalt, vice-president of the J. R. Watkins Co., and daughter of E. L. King, president of that house, brought these two dogs among other Pekingese when she returned with her brother, Ernest L. King, Jr., from a visit to England recently.

Champion Woo Foo of Kingsware is a dog to be admired for his perfect type; possessing the true lion-shaped body, wide chest, well set-on legs, good quality coat, showing the distinct mane; he has not a squashed-in face but it is short, with well-placed wide nostrils and fine top skull.

He obtained his first Challenge Certificate at the Metropolitan and Essex Show, 1932, under Lady Holder, the second at the Leeds Show in 1933 under Mrs. Wilmot-Bennett, and the third at the South Wales Kennel Association's Show under Miss E. Chalk.

The other is Champion Liebbling of Huntington, eleven months old and incidentally the youngest of her sex to attain the title in England. The American fancy is to be congratulated on having a bitch of this calibre here.

Champion Woo Foo of Kingsware has been shown only once in this country which was in Chicago at the Western Pekingese Specialty Club. He covered himself with glory by going best dog winner and best Pekingese in the Show.

## Howe Co. Opens Agencies

The Howe Co., Inc., established in Seattle, Wash., 23 years ago, has expanded national distribution of its hair dye and hair rinse preparations by recently opening new agencies for such distribution in Philadelphia, Atlantic City, New Orleans, Washington, Salt Lake City, Denver, Chicago and New York. While on a recent Eastern trip, Phil Howe, president, secured control of the Dyart Laboratories in New York City, which opened the new market field for Dyart hair colorings. Headquarters for the laboratories have been established in the Howe Seattle building at 1528 Second avenue.

## California Association Discusses Advertising

Dr. F. A. Marsek, cosmetic chemist for Brunswig Drug Co., Los Angeles, spoke at a dinner meeting of the California Cosmetic Association, held in Los Angeles recently, on the necessity of maintaining public confidence in cosmetic preparations by truthful advertising. Too often, said Dr. Marsek, fantastic claims are made regarding the efficacy of certain products, which cannot be substantiated even under close tests. It isn't what is said, but how it is said, he pointed out.

Capt. Clyde Balsley, vice-president of the association, and identified with the Katherine MacDonald Co., cosmetics, gave a resumé of his recent trip to Washington on behalf of the California association before N.R.A. officials. The California cosmetic group was organized three years ago to represent cosmetic manufacturers, so that when the present trade association situation arose, it was already prepared to present its case. For purposes of better functioning the association has recently become an incorporated body, officers of the present association serving as directors. They include: H. P. Willats, president, who is also head of Colonial Dames Co.; Capt. Balsley; H. Horsfall, of Avocado Beauty Aids, second vice-president; A. S. Wilkinson, of Excel-Cis Products, treasurer; Maurice Goldman, of Sales Builders, the Max Factor sales outlet, secretary, and Lois W. Armstrong, executive secretary. Directors are: Davis Factor, Max Factor Co.; William Nassour, Castilian Products; J. C. Godissart, Godissart's; and Adrian Awan, Belcano-Gordon.

In a resumé of the association's activities Capt. Balsley told of the efforts put forth in defeating a 10 per cent cosmetic tax proposed for Los Angeles as an emergency re-employment measure, a proposed 20 per cent state tax on cosmetics and also a bill requiring every cosmetic manufacturer to have a registered pharmacist in his employ. The association is now making plans to inform every California congressman as to the attitude of state cosmetic manufacturers regarding the forthcoming National Food and Drugs Bill. Announcement was made at the meeting of the opening of a placement service for use of its members in securing specialized help.

## Cardinal Parfums, Inc., Organized

Cardinal Parfums, Inc., has been organized in New York, and has leased quarters at 163 West 23rd street for the manufacture of perfumes. The new perfumes are being presented only in 2½ dram sizes and, according to Sam Schein, president of the company, will be distributed only through department stores. Four odors are being offered, "Claridge," jasmin, gardenia and lily of the valley.

## Affiliated Products Financial Statement

Affiliated Products, Inc., Chicago, and subsidiaries have reported for the nine months ended September 30 a net profit, after Federal taxes and other charges, of \$345,305, equal to 90 cents a share on 382,800 shares. This compares with \$533,690, or \$1.39 a share for the same period last year. For the quarter ended September 30, net profit, after the same charges, was listed at \$107,449, or 28 cents a share, as compared with \$76,993, or 20 cents a share in the preceding quarter.



TWO PRIZE WINNING PEKES AND THEIR COMELY OWNER



### Houbigant Increases Advertising

The Houbigant "Dull Finish" face powder advertising campaign during the first six months of the year met with such excellent response that it has been decided not only to continue the campaign but also to extend this to other products as well, according to recent word from Houbigant, Inc., New York. The company's perfumes will be featured in a separate national campaign, while "Fougere Royale" preparations are represented in leading publications with a male reader appeal. Advertising on "Lotion Individuelle Houbigant" has been augmented to include consumer publications as well as trade magazines, and the "April Showers" Chera-my line is the subject of an individual campaign in a weekly publication.

### Krane Products Leases Space

Krane Products, Inc., has leased the entire fourth floor at 146 West 28th street, New York, for the manufacture of pharmaceutical products. The company will specialize in toothpastes and mouth washes.

### Yardley Opens Retail Store

Yardley & Co., Ltd., formally opened its retail shop in the British Empire building of Rockefeller Center, New York City, late in October. The new shop, which marks Yardley's first retail venture in this country, is one of the smartest of its kind. It has been designed in the classic modern manner, to be in keeping with Yardley's original shop in Bond street, London. The interior decorations are carried out in metal, wood and marble. The doors are an unusual combination of carved glass and dull metal.

The shop is located on the corner of Fifth Avenue and the beautiful gardens of Rockefeller Center Promenade. Above are Yardley's wholesale showrooms and executive offices which are connected with the store by a marble stairway.

The photographs at the right and left below are views of the interior of the shop, while the center picture shows one of the display windows.

### Aromel Corp. Reorganized

A reorganization of the Aromel Corp., New York, manufacturer of a metal atomizer, has been announced by Quill Jones, president. François Nazare, inventor of the atomizer, has resigned his office as vice-president and general manager, but still retains an interest in the company.

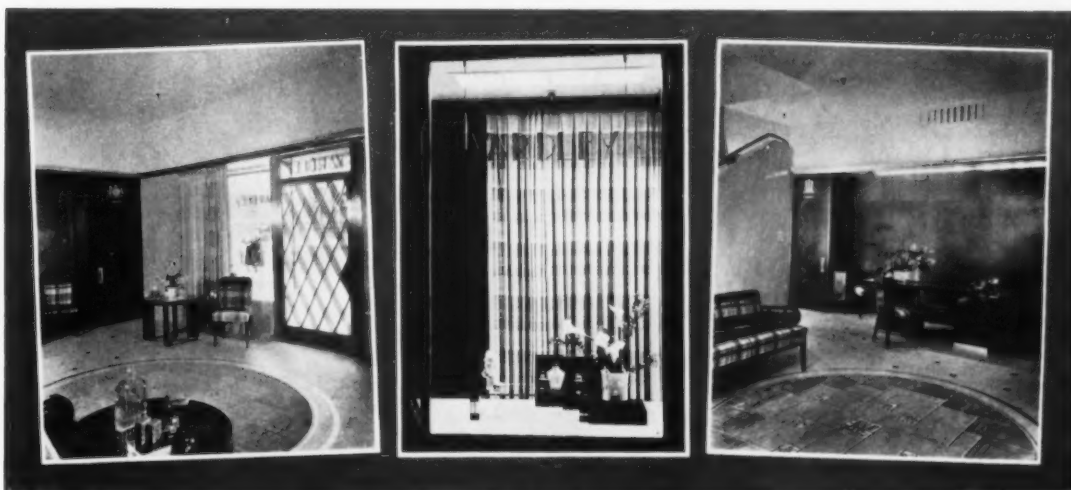
According to Mr. Jones, the company will discontinue the manufacture of "Aromel" perfume which was sold in conjunction with the atomizer, and concentrate solely on the latter. Distribution of the atomizer has been returned to the Prince Matchabelli Perfumery Corp., which had served as distributing agent when the product first was introduced late in 1932. Offices of the company will be moved from their present site at 724 Fifth avenue to 160 East 56th street. Mr. Jones will be the active head of the organization.

### Special "Dawn" Show in Tacoma

Extensive showmanship featured the introduction of the new "Luminous Dawn" make-up in Tacoma, Wash., recently, when a party of the Dawn of Hollywood Co., arrived at Rhodes Brothers store in that city for the spectacular debut. Miss Dawn, in person, girls from the "Gold Diggers of 1933" company, and a group of skin specialists presented their fashion show and demonstrated appropriate "Luminous" make-ups for all occasions. Free facials and plastic masks were also given as souvenirs of the visit to the Puget Sound city. Exceptionally interesting for the Tacoma women were the introduction of Miss Gwen Seager and Miss Dorothy Gee, girls of the "Gold Diggers" show, who showed the women of Tacoma how to apply the cosmetics for morning, afternoon and evening wear.

### Owen Now With Horté

Murray Owen, formerly sales manager for the M. & D. Sales Corp., is now sales manager for Horté of Everett, Mass. Miss Eve Elliott is now in charge of special formula cosmetics for the Horté concern. She was formerly a style consultant in the retail field.



VIEWS OF NEW YARDLEY RETAIL STORE



## Despres Reports Quality Trend

Jean Despres, sales manager of Coty, Inc., New York, returned recently from a business trip through the principal cities in the South and Midwest convinced not only that business is on the upswing, but that the trend to quality is manifesting itself very markedly. He noted a significant uptrend in the buying of higher priced perfume, the \$10 to \$20 range showing a surprising increase in sales volume. While a large proportion of the increase may be attributed to bulk dispensing, Mr. Despres said, it is noteworthy that the insistence is on the high quality, higher priced perfumes in the face of the diversity of quality and price offered the public.

Coty is concentrating now on filling an unprecedented demand for holiday merchandise. "We were optimistic to begin with," said Mr. Despres, "but our fondest hopes have already been more than realized."

François Coty, head of the house of Coty, Paris, has lost control of the newspaper, *Le Figaro*, according to press dispatches from Paris. It is said that differences of opinion with other stockholders caused the others to unite and obtain the majority stock, after which they voted to abolish the office of director, held by M. Coty, and substitute a managerial board. In an edition of his one remaining paper, *Le Ami du Peuple*, M. Coty attacked the move as disloyalty.

## Ruggiero in New Address

Ferdinand Ruggiero, Inc., manufacturer of the "Genuine" beauty creams, recently moved its office and laboratories to 1108 Boylston street, Boston. The firm was formerly located at 112 Queensberry street, that city.

## "Djer-Kiss" Radio Program Changed

Announcement is made of a change in time and talent of the "Djer-Kiss" radio recitals sponsored by V. Vivaudou, Inc., New York. These recitals have been broadcast Wednesday evening over a NBC network since late Summer. Change of talent is made necessary by the fact that Cyrena Van Gordon, prima donna of the Metropolitan Opera Companies, who has featured the recitals with operatic arias and concert selections, has been drafted by the San Francisco Opera Co. for the opening of its season. She is succeeded by Michael Bartlett, lyric tenor, known from coast to coast for his appearance in operettas and musical productions, and Alfred Lustgarten, 20 year old American violin prodigy, who for five years in succession has been awarded fellowships in the Julliard Musical Foundation.

The time change merely involves a shift from Wednesday to Thursday evenings, the recitals commencing at 7.30 P.M., as previously. November 2 marked the initial performance of Bartlett and Lustgarten.

## Drug, Inc., Dissolution Taxed

Segregation of the five principal operating units of Drug, Inc., and distribution of their shares preceding dissolution of the parent company constitutes a dividend in liquidation, according to the Massachusetts Department of Corporations which has held that the transaction is subject to a tax of 6 per cent, equal to \$1 for each share of Drug, Inc., stock transferred. The department claimed that the value of stocks of the companies which made up Drug, Inc., were higher than the asset value of Drug, Inc., stock by \$16.73 a share, and that a tax of 6 per cent was applicable on this excess.

## Jane Cloud Opens New Salon

One of the most completely equipped and attractively decorated beauty treatment salons to be encountered in the city was opened late in October by Jane Cloud, Inc., at 724 Fifth avenue, New York. Located on the ninth

floor in the building at that address, the salon is tastefully yet simply done and is available for a complete beauty treatment, including rooms for face treatments, for massage, for exercise and for Jane Cloud's "Vienna Health Treatment," for reducing.

The reception room, a view of which is shown here, is most attractively done. On one wall is Chinese wall paper, and on the opposite side mirrors which reflect the paper effectively. The woodwork is in blue, and the upholstered furniture rose, with a blue-green carpet which gives a cheery effect. The Venetian blind is in a beautiful shade of rose, while the chair and appointment desk are in pale blue.

The treatment rooms are done in white and the floors in both black linoleum with yellow stripe and yellow linoleum with black stripe. Each is equipped with white Venetian blinds which match the woodwork.

The company is headed by Miss Jane Cloud, and in addition to the salon, has placed on the market a line of beauty preparations. A. W. Lowden represents the firm among the retail trade.



A VIEW OF THE JANE CLOUD SALON



### California Cosmeticians Elect Officers

At the fifth annual convention of the United Association of Registered Cosmetologists, Ltd., a California organization, the following officers were elected: president, Mrs. Dorothy Epstein, of Berkeley; first vice-president, Miss Mary Malone, of Riverside; second vice-president, Mrs. R. Hockett, of Long Beach; third vice-president, Mrs. Stanley Jones, of Modesto. Mrs. Epstein succeeds Elizabeth Strahl, former president and now chairman of the code committee of the association. The proposed state code, it was stated at the meeting, will, when officially signed by state governing officials, become part of the California Recovery Act. A minimum wage scale of \$18 based on a 40-hour week has been accepted by the association with minimum prices ranging from 50c for a shampoo, 75c for a finger wave, \$5 for a permanent wave and \$1 for a marcel to 50c minimum for a manicure. The haircutting price will be determined by whatever is set as a minimum by the State Barber's Association.

### Stevens to Represent Grossmith

Robley D. Stevens, formerly Philadelphia representative for John T. Stanley Co., Inc., New York, has been appointed representative in the United States for J. Grossmith & Son, Ltd., London, manufacturer of soaps and toilet articles. His brother, William G. Stevens, Jr., will be associated with him as assistant and detail man. Mr. Stevens is planning trips to New York, Chicago, Los Angeles, and Montreal, and expects to establish agencies in each of those cities.

### Colgate Poster Wins Prize

Colgate-Palmolive-Peet Co. was awarded first prize at the Exhibition of Outdoor Advertising Art in Chicago late in October for the very handsome poster illustrated herewith. The poster was designed by Andrew Loomis and is entitled "Now, I'm Schoolgirl Complexion all over!" It has appeared in outdoor advertising throughout the country in full color, and black and white reproductions have also been used in the company's magazine advertising.



### Stanwick to Make Cosmetics

Joseph Wallace, formerly of General Chemical Co. and chemist for Armour & Co., is now chief chemist of Stanwick Co., Inc., New York. This company contemplates the production of a complete line of cosmetics, which will appear on the market shortly after the first of the year. Stanwick Co. has been a large producer of flower packs, and the success of this line has created a demand for a complete line from department store buyers.

### New Company To Make Cleaner

Entitled "13", and said to be unlucky for dirt, a new cleaner has been produced at Walla Walla, Wash. The sponsors have incorporated as the Columbia Mine Product Co., capitalized at \$100,000, and have elected the following officers: Dr. A. C. Nelson, president; and Dr. G. G. Schneller, secretary-treasurer. The board of directors is composed of J. G. White, Virgil Bennington, W. C. McKinney, of Freewater, and William Ferguson, of Athena.

### Dermakelp Enlarges Space

The Dermakelp Corp., new Seattle company, has recently leased large manufacturing headquarters at the Southeast corner of Third avenue and Wall street, and is extending both manufacturing and distribution operations. The full assortment of new "Dermakelp" articles now includes a list of toilet and household soaps, shampoos and powders.

The company has announced the opening of a district sales office in the Union Indemnity building, New Orleans, La. Improvement in business necessitated the acquisition of larger quarters than those heretofore occupied by the branch at 536 Iberville street, it was said. The old quarters will be used to house the premium department. Victor Fabian, who was advertising manager of the company for the last fifteen years, has resigned.



### James M. Bush of London Here

James M. Bush, chairman of W. J. Bush & Co., Ltd., London, arrived with Mrs. Bush on the *Aquitania* October 27 for a visit of about a month to W. J. Bush & Co., Inc., New York, American affiliate of his house.

Mr. Bush stated that the activities of his company provided opportunities of coming into direct contact with the economic conditions of many countries. He thought that there were many considerations at work besides the value of gold which govern prices, pointing out that a wide range of essential oils are available in England today at prices substantially as low as those prevailing before the pound went off the gold basis.



JAMES M. BUSH

He is deeply interested in the work being done by the American company, and expressed himself as well pleased with the progress made in the United States during the last year.

The accompanying photograph shows the staff of W. J. Bush Citrus Products Co. at the plant in National City, Calif. The workers are lined up against one of the trailer trucks which the company now utilizes to bring fruit to the factory. These trucks were devised as the best method for transporting the fruit without excessive handling or damage in transit.

W. J. Bush Citrus Products Co. manufactures Cali-



fornia oils of lemon, orange and grapefruit, and is an affiliate of W. J. Bush & Co., Inc., New York City.

### Di-Lash Expands Sales Force

Di-Lash Co., New York City, has advised us that Messrs. L. Conway and Collis, who are well known in the beauty field, are now connected with its organization. George E. Berray, general manager of the company, writes that "the demand for eyelash and brow dyeing in the shops is steadily increasing, making it necessary for us to enlarge our sales force." "Di-Lash" is a lash and brow dye packed in individual capsules and sold only to the beauty shop trade.

### Morton Company Buys Plant

The Morton Manufacturing Corp., Lynchburg, Va., manufacturers of flavoring extracts, perfumes and toilet preparations, recently purchased a factory building containing approximately 30,000 feet of floor space, about 50 per cent more than its present factory. The building is being renovated and the company will move into it about January 1. John Morton, president, announced that the move was made necessary because the company had outgrown its present quarters. The firm has one of the largest mail order businesses in the South, and has agents all over the United States.

### Mme. Rubinstein Sails for Europe

Mme. Helena Rubinstein, head of Helena Rubinstein, Inc., New York, sailed November 4 on the *Ile de France* on one of her periodical trips to Europe. She will spend most of her time in France conferring with her principals there, and hopes to return here before the Christmas holidays.

We are glad to report that Miss Sarah Fox, manager of the company's publicity department, is back at her desk after a leave of absence of several months due to poor health.

### Rook Back in Cosmetic Field

J. W. Rook has organized the Rook Manufacturing Co., 312 North Seventeenth street, Birmingham, Ala., and is planning to ship goods throughout the South. He is adding a wide line of flavoring extracts as well as cosmetics. Mr. Rook was formerly with the J. B. Colt Co. of New York. He came to Birmingham in 1918 as state manager for that company, but later left to become vice-president of the Wahoumas Savings Bank in Birmingham. Leaving the banking business he returned to the perfumery field several months ago.

### Gales Heads new Chain Group

George M. Gales, general manager of Louis K. Liggett Co., New York, has been elected president of the newly organized National Association of Chain Drug Stores. The association was formed to promote the general welfare of the chain drug store industry and to assist in the administration of the code of fair practices for the drug industry under the N. R. A. Its membership comprises most of the leading drug chains of the country and is open to all such distributors.

### Berlin Organizes Wholesale House

A new wholesale drug and toilet goods house is to be opened soon in Montgomery, Ala., by Harry Berlin, formerly with McKesson-Doster-Northington, Birmingham. The company will operate under the name of the Southeastern Drug Co., and a location has been secured at 205 Commerce street. Mr. Berlin will serve as president and general manager.

### Corthell on Western Trip

Robert E. Corthell, assistant treasurer of Renaud et Cie, Boston, is contacting salesmen on the West Coast. He plans to return to Boston by Christmas.



### Lehn & Fink Forms California Branch

Lehn & Fink Products Corp., New York, has formed a company in California to handle all sales under that state's Fair Trade Act. A schedule of retail prices with a set minimum has been prepared, and arrangements are being made for distribution and warehousing within the state. H. L. Bell, vice-president of the company, handled the details of organization in California.

The company and its subsidiaries have reported a net profit, after Federal taxes, depreciation and other charges, of \$525,146, equal to \$1.28 cents a share on 408,966 capital shares, excluding treasury stock, for the nine months ended September 30. For the quarter ended September 30 the net was \$210,606, or 51 cents a share, as compared with \$196,563, or 48 cents a share, in the preceding quarter.

### Alcohol Company Doubles Plant

The capacity of the distilling plant of the American Commercial Alcohol Corp., Pekin, Ill., will be doubled by further construction and equipment which will cost the company about \$500,000. The plant at present has a capacity of 7,500 bushels of grain daily. When completed, the improved and enlarged plant will have a capacity of approximately 25,000,000 proof gallons annually.

### Mrs. Chase Again Heads Franco-American

Mrs. Nellie Blythe Chase has again assumed active charge of the affairs of Franco-American Hygienic Co., Chicago, which she inherited from her late husband upon his death in 1920. Mr. Chase founded the company in 1889 and instituted a direct selling method through specially trained representatives. Under his direction the company made steady progress. While not directly associated with the company during his life, Mrs. Chase was a "silent partner" rendering valuable assistance in working out business plans and policies and becoming thoroughly familiar with its affairs.

In addition to her undoubted business ability, Mrs. Chase is well known in the world of music to which she has contributed a number of excellent compositions. Her many friends in the industry will be glad to welcome her back to its ranks.



MRS. NELLIE B. CHASE

### N.R.A. Bulletin Mentions Consolidated

The National Recovery Administration, in a bulletin of October 7 urging N.R.A. committees to co-operate as strongly as possible in the "Buy Now" campaign, mentions that posters and stickers carrying the official insignia of the "Buy Now" drive are available from Consolidated Lithographing Co., of Brooklyn. This company has been one of the official lithographers for the N.R.A. since its inception.

### Panopulo Back from Europe

George Panopulo, treasurer of Pinaud, Inc., New York, returned on the *Europa* October 29 after a trip of several weeks in Europe. Mr. Panopulo visited Greece, Italy and France. In Paris he conferred with Georges and Henri Klotz, proprietors of the house of Pinaud.



GEORGE PANOPULO

He reports that conditions in Europe are far from satisfactory. His own house is actively engaged in the preparation of new cosmetics, many of which will be offered to the American trade by Pinaud, Inc., in the near future. Plans are being made for launching these items in America as rapidly as they are perfected, and an announcement regarding several of them is expected in the near future.

Pinaud, Inc., advised retailers throughout the country November 1 of a revision of its merchandising policy with the aim of stabilizing retail prices and assuring retailers of a greater margin of profit.

In announcing the new plan, the company has established a revised price list on which is quoted a suggested minimum retail price and reserves the right to refuse to sell dealers who do not respect the principles laid down under the new sales policy. The company promises to cooperate with its distributors in every possible way, outlining its plan as follows:

"Among other things this new plan embraces suggested minimum resale prices; a special merchandising effort that will add to your margin of profit; a closer and more intense merchandising cooperation between Pinaud and each distributor."

In California, where resale price fixing is permissible under the state's Fair Trade Act, the company has incorporated a branch which will serve the trade in that state. A warehouse has been established in San Francisco from which all merchandise for intra-state trade will be billed and shipped.

The company has appointed two new sales representatives, J. Floyd Peal, in the Western territory, with headquarters in San Francisco, and Harry W. Cook, in the New England territory, with headquarters in Boston.

### Park Avenue Perfumers Formed

Park Avenue Perfumers, Inc., has been formed in New York City, with offices at 46 West 29th street. The company has placed on the market a two-dram bottle of perfume in several odors to be distributed by the lower-priced chain stores and department stores.

### Organizes New Cosmetic Company

The Joy D'Orien Cosmetics Co. has been organized in Kansas City, Mo., and has taken quarters in the Land Bank building in that city. It is headed by R. S. Fink. Mr. Fink was formerly in the clothing field, and has not had previous toilet goods experience.



### Dayton "Buy Now" Drive Blotter

Among the N.R.A. "Buy Now" literature which has come to our attention is a handsome blotter which is being circulated in the Dayton, O., district. This blotter represents the joint efforts of several firms in pushing the "Buy Now" campaign in that territory. The design, an army of marching men with the N.R.A. banner, was drawn by B. C. Crider, art director of the Parker Advertising Co.

### Schultz Establishes Own Business

William L. Schultz resigned as president and director of Lightfoot Schultz Co., New York, on November 1, and has established himself under his own name with offices at 358 Fifth avenue, New York, telephone WIsconsin 7-3028.

He established the Lightfoot Schultz Co. about 25 years ago, and through his thorough knowledge of the industry, his engaging personality, and his ability in creative work, brought it to an important position among soap manufacturing companies. In his new venture he will devote himself to the creation of fine soaps and soap novelties, in which field he has always been conspicuously successful.

Mr. Schultz has been for many years a prominent member of the Associated Manufacturers of Toilet Articles, and for the last fifteen years a member of its executive board and chairman, for several years, of its resolution committee.

His many friends throughout the country will join us in wishing him every success in his new venture.



WILLIAM L. SCHULTZ

### Neidlinger Appointed Dartmouth Dean

Friends of Lloyd Neidlinger, son of the late George N. Neidlinger, former president of the Peerless Tube Co., Bloomfield, N. J., will be interested to learn that he is to become dean of students of Dartmouth College, Hanover, N. H., beginning next Autumn. Mr. Neidlinger was invited this year to serve as assistant to Dean Craven Laycock preparatory to assuming his responsible post next September. He is an alumnus of Dartmouth College, and during under-graduate days distinguished himself as a member of the varsity football and hockey teams and also in literary activities.

### Vick in Big Advertising Drive

One of the largest advertising and expansion programs in its history has been announced by the Vick Chemical Co., Greensboro, N. C. Newspapers will be the principal medium in the drive which will feature "Vaporub," "Voratone Antiseptic," "Vick's Nose and Throat Drops" and "Vick's Medicated Cough Drops."

### Bush Makes "Hole-in-One"

B. T. Bush, manager of the aromatic division of the Naugatuck Chemical Co., New York, has entered the ranks of golfers who have made "holes-in-one." On November 4, while playing with Ray Smith and John Beach, of Seeley & Co., at the Crescent A. C., Huntington, L. I., Mr. Bush approached the 147 yard, par 3, tenth hole, and noticing that the green was surrounded by tall grass and fearful of losing the "Royal" U. S. Rubber ball with which he always plays, he took another much cheaper ball, and using a No. 7 iron, made the "hole-in-one." To those who have seen him in action in numerous trade tournaments, this feat comes as no surprise.

### Kammer Twice "Aces Out"

A. F. Kammer, vice-president and manager of the New York office of Carr-Lowrey Glass Co., is well known to our readers as a champion amateur golfer, having been three times premier amateur golfer of the state of New Jersey. He has been playing golf for over 20 years, but did not have the thrill of a hole-in-one until last August when he made a unit score on the second hole at Seconett, R. I. On November 12 he repeated the performance on the fifteenth hole of the upper course of the Baltusrol Golf Club at Short Hills, N. J.

### Slater Joins Frankfort Distillery

Ellis D. Slater, widely known figure in the alcohol industry, has been appointed vice president of the Frankfort Distillery, Inc. With offices in the Lincoln building, New York, he will have the additional duty of directing sales in the East.

Mr. Slater enters the reborn liquor industry with a background of 13 years' experience in the sale and marketing of industrial alcohol, both pure and commercial. During this period, he had been with the U. S. Industrial Alcohol Co., the largest manufacturer of alcohol. At the time of his resignation from the alcohol company he was general sales manager, and also vice-president of the U. S. Industrial Alcohol Sales Co., Inc., a subsidiary.

### Bosurgi on Experimental Station Board

Dr. Giuseppe Bosurgi, proprietor of W. Sanderson & Sons, Messina, Italy, manufacturers of citrus oils, and represented in the United States and Canada by Dodge & Olcott Co., New York, has been named a member of a committee of eight to administer the Experimental Station for Essential Oils and Citrus Fruit Derivatives in Reggio, Calabria, Italy. Other members of the committee include representatives of the government, of banking interests of the city of Reggio, and of the Camera Agrumaria of Messina.

### Senff Now Stearns Purchasing Agent

Karl P. Senff has been appointed general purchasing agent of Frederick Stearns & Co., manufacturing pharmacists, following the death last month of Daniel Jones. He has been associated with the company for a number of years, in charge of various technical departments.



### Mundheim to Direct Lightfoot Schultz

Lightfoot Schultz Co., New York, advises that W. L. Schultz, long known in the industry, has retired as of November 1 and withdrawn from all active connection with the business, but that no other change in personnel will take place.

As in the past, the firm will continue the manufacture of all soaps and kindred merchandise on the highest possible plane.

Marshall Mundheim, for some time identified with the firm, will continue to direct its policies. Mr. Mundheim is the son of Samuel Mundheim, formerly president of Stern Brothers, New York, and Kaufmann's Department Store, Pittsburgh.

Charles Kushner continues to be sales manager of the department store division.

### Joncaire Officials in New York

E. S. Rowell, president of A. Joncaire, Inc., Boston, and John J. Flood, treasurer, were recently in New York, conferring with their sales staff. This concern has added a new odor, "Songe d'ambre," to its regular line of perfumes. The company is also distributing an attractive perfume bar for the sale of bulk goods in retail stores. The bar holds six 8-ounce bottles.

### Matthieu New York Visitors

Delmar Matthieu and N. Cay Matthieu, of J. L. Matthieu Sons, Detroit, manufacturers' representatives, spent about a week in New York recently, contacting the trade and especially the principals whose products they distribute in the Detroit and Chicago territories. They made the trip by automobile, returning by way of Wilmington, Del., and Washington.

In New York they conferred with Furlager Mfg. Co., manufacturer of powder puffs, and Schofield & Donald,



DELMAR AND N. CAY MATTHIEU

importers of chemicals, and in Wilmington with the Bond Manufacturing Co., manufacturer of collapsible tubes. They advised us that they are making plans for expanding the business formerly conducted by their late father, J. L. Matthieu, which will be conducted under the name J. L. Matthieu Sons.

In addition to the companies mentioned, they represent the Chicago Cork Works, Chicago, in the Michigan territory.

### Butler Sings Over Radio

The many friends of John J. Butler, Jr., sales representative for the Rossville Commercial Alcohol Corp., New York, will be interested to know that he has resumed his Fall appearances before the microphone of Station WLWL, New York. He opened his new broadcast series on Saturday evening, November 11, and will appear each Saturday at 7.15 P. M. over the same station.



JOHN J. BUTLER, JR.

Mr. Butler, who is a talented lyric tenor, is well known to radio listeners. Three years ago he achieved fame as the "Mystery Tenor" over WMCA, participating in one of the most popular musical programs on the air at the time. He also has performed frequently at dinners and other social func-

tions in the chemical and allied trades.

Mr. Butler is well known in the toilet preparations and perfume field which he contacts in the East for Rossville.

The company recently announced the removal of its executive offices from 122 East 42nd street, to 230 Park avenue, New York.

### Pillet Back from West

Alphonse Pillet, sales manager for perfume aromatic chemicals in the organic chemical division of E. I. duPont de Nemours & Co., has returned from a five-week trip visiting duPont sales branches throughout the United States, so far West as Los Angeles and San Francisco on the Pacific coast. Mr. Pillet made stops in Cincinnati, Chicago, and other cities where duPont distributing branches are located.

He has advised us that the perfume materials end of the business on the coast will be handled from the dyestuffs sales office in San Francisco, and will be under the direction of Martin Breuer, who for some time has been manager of the dyestuffs division in the San Francisco office.

### Marriage of Mlle. Chiris

It is a pleasure to report the marriage of Mlle. Pierrette Chiris, daughter of Georges Chiris, head of Etablissements Antoine Chiris, Grasse, and an officer of the Legion of Honor, to Count Reginald de Warren. The ceremony was performed in Grasse recently. We extend our sincere congratulations and best wishes.

### American Can to Build New Plant

Plans have been completed by the American Can Co., New York, for the erection of a new plant in Baltimore, Md., on a site opposite the present plant of the company in that city. The major portion of the block bounded by O'Donnell and Hudson streets and Luzerne and Lakewood avenues has been secured for the building.



## Death of David J. Griffin

David J. Griffin, general manager of Paul Westphal, Inc., New York City, died suddenly in Washington, D. C., November 4, in the course of a business trip which had taken him over a large part of the United States. He was on his way back to the New York headquarters when taken with a heart attack in Washington.

Mr. Griffin was born on an Iowa farm more than 50 years ago, and received his early education at Fort Dodge, where he had as classmates George Roberts, now vice-president of the National City Bank; ex-U. S. Senator Kenyon and Frank Gotch, who afterwards became the world's champion wrestler. Later he attended Northwestern University in Chicago, from which he was graduated. He then started his business career as a traveling salesman for the Herpicide Co., covering the entire United States, Canada, Cuba and Mexico. After a short period of successful work for the company, he made a three year trip around the world, and many souvenirs of this trip were added to his already extensive art collection. He continued with the Herpicide Co. for some time, resigning to become manager for Paul Westphal in October, 1923.

Mr. Griffin was for many years an active member of The Foragers, in whose affairs he always took great interest. Possessed of a personality of great charm, he numbered a host of friends throughout the industry as well as among retail buyers, most of whom he knew personally through his many years of travel. Funeral services and interment were held at his old home, Fort Dodge, Ia., November 7.



THE LATE DAVID J. GRIFFIN

## Death of William Coyne

William Coyne, a director and vice-president of E. I. du Pont de Nemours & Co., Wilmington, Del., died October 31 of a heart attack at his home in that city at the age of sixty-seven. Mr. Coyne had been with the du Pont company since 1904, starting as a traffic investigator in the development department. He advanced rapidly, becoming manager of the traffic department in the same year, and in 1907 being made director of the commercial sales department. In 1915 he became director of all of the sales of the company, and in 1916 was elected a vice-president. Three years later he was named a member of the company's finance committee.

He leaves two sons, W. Carroll Coyne and Philip Coyne. Funeral services were held November 4, with a solemn mass of requiem at St. Ann's Roman Catholic Church, Wilmington.

## Mrs. Henrietta Schnell Dies

Mrs. Henrietta Schnell, mother of Harry J. Schnell, general manager of the *Oil, Paint & Drug Reporter*, died in Maplewood, N. J., October 31 at the age of 85. Funeral services were held at the Colonial Home, East Orange, November 1.

## Samuel Post Dies

Samuel Post, formerly well known Detroit soap manufacturer, died in Grace Hospital, Detroit, October 23, as the result of injuries sustained a week earlier when he was struck by a mail truck.

He was born in Ypsilanti, Mich., in 1867, and came to Detroit in 1885. He immediately joined the organization of the Detroit Soap Co., headed by his father, Samuel Post, and his brother, William R. Post. Their principal product was the once well-known "Queen Anne" soap. Samuel Post, retired from active business life in 1914, and has resided since at his Detroit home on Parker avenue. He leaves his widow, Jessie Post, one daughter, Mrs. Ralph Fordon, one son, Samuel R. Post, and four grandchildren.

## Chemist for Stafford Allen Dies

E. Theodore Brewis, F. I. C., chief analytical chemist of Stafford Allen & Sons, Ltd., London, England, died October 12. Mr. Brewis was born in 1861, and after early studies in chemistry he became a Fellow of the Institute of Chemistry in 1888. After serving as chemist for several prominent houses, he became chief chemist in 1894 for Stafford Allen & Sons, Ltd., which is represented in this country by Ungerer & Co., New York. For two years he was in charge of the factory and farms at Amptill, coming to the main laboratory in 1896.

In addition to his professional activities, Mr. Brewis was active in a number of scientific bodies. He was a corresponding member of the British Pharmaceutical Conference, and for some years was on the committee of the B. P. Codex. He was also a member of the Society of Analysis, serving on that body's essential oil sub-committee. He was a member of the Society of Chemical Industry, and one of the founders of the Chemical Industry Club of London.

He leaves a widow and one son.

## Death of Charles H. Dunker

Charles H. Dunker, president of the Perkins Soap Co., Boston, died at his home in Brookline, Mass., November 2. Mr. Dunker was born in New York City, later moving to Boston where he became a member of the soap manufacturing concern of Dunker & Perkins. This later became the Perkins Soap Co., with Mr. Dunker as president. In addition to his business interests, he was active in Masonry, was a thirty-second degree member, and belonged to nearly all of the groups of that fraternity. He was a member of the Leyden Congregational Church.

He leaves his widow, who was N. Ursula Appleby, of New Brunswick, a son, Charles H. Dunker, Jr., and a daughter, Mrs. H. Kingsley Draper, Jr., of Dover. Funeral services were held from his late home November 5.

## Death of Leonard Boxall

Leonard Boxall, head of Boxall & Co., Khartoum, died suddenly at Wiveliscombe, England, October 24. Mr. Boxall's house is one of the leading distributors of gum arabic and gum talha, and he himself was known to the trade in all parts of the world. We are advised that the business which he headed will be continued as heretofore.



### Death of Blaine B. Fox

Blaine B. Fox, president of the Clover Farm Stores Corp., and chief advisor to the National Recovery Administration on the grocery code, died at Charleroi, Pa., October 31, at the age of 48. Mr. Fox was associated with the grocery trade for many years. His chain of stores recently launched the "Sally Clover" line of cosmetics, the first cosmetic line to be sponsored by a grocery chain.

He leaves three children and a brother, French R. Fox.

### Death of Walter V. Smith

Walter V. Smith, president of Smith, Kline & French, Philadelphia, wholesale druggists, died at Germantown, Pa., November 9, at the age of 65. Mr. Smith entered his father's drug firm on his graduation from the Philadelphia College of Pharmacy and Science in 1887, soon becoming general manager of the firm. In 1929, upon its consolidation with the Smith, Kline & French company, he was elected president of the merged houses.

### James N. McCabe Dies

James Neal McCabe, who had been associated with the sales engineering department of the Armstrong Cork & Insulation Co., Lancaster, Pa., for the last eight years, died November 1 at a hospital in Brookline, Mass., after an operation. He was thirty years old. Mr. McCabe had represented the company in Boston for the last four years where he also made his home. He leaves his widow and parents.

### Death of Madame M. Iv. Sallabacheff

We report with regret the recent death of Mme. Marie Iv. Sallabacheff, mother of M. Ivan Iv. Sallabacheff, senior partner of Botu Pappazoglou & Cie., at Sofia, Bulgaria.

### Death of Robert F. Johnston

Robert Fuir Johnston, manager of Swift & Co., soap department, died November 2, at the Billings Memorial Hospital in Chicago. Mr. Johnston was born in Detroit on January 25, 1892, and started his career with Swift & Co. in May, 1913. Gradually working his way up from factory, he became district sales superintendent of the South and Southwest division in 1930. The following year he was appointed manager of the soap department, which office he held up to his death. He was a director in the American Soap & Glycerine Producers Association, member of the Ridge Country Club and also of Rainbow Lodge 972, F. & A. M. He leaves his widow and one daughter.

### Death of Morris Spielman

Morris Spielman, president and founder of Spielman & Co., Inc., New York, dealer in druggists sundries, died November 10 at his home in South Orange, N. J., at the age of forty-five. Establishing his business twenty-eight years ago, Mr. Spielman became a well known figure in the trade, and news of his passing will be received with regret by his many friends. He was a member of the Monitor Lodge, F. & A. M., New York City. Surviving are his widow and three sons.

### Experiments with Vanishing Cream

Dr. Alice Carleton, of the Department of Dermatology, Oxford, has just contributed an interesting and valuable article to the current issue of *The British Medical Journal*. In order to disprove the erroneous indictments against the use of vanishing cream, Dr. Carleton undertook a most interesting experiment.

Trials were made with 40 individuals, mostly girl undergraduates and a few older women. "Pond's Vanishing Cream" was rubbed into the right side of the face at night and rubbed off in the morning. The other side of the face was left untreated, and used as a control. The duration of the tests was from four to six weeks in April and early May, a period in which many women notice a temporary roughness of the face, generally attributed to Spring winds. The results reported were as follows:—

"In 12 cases the untreated side of the face became rough while the treated side remained smooth.

"In one case both sides desquamated, but the untreated side was the rougher.

"In one case both sides desquamated equally, which was rapidly cured by cold cream.

"In one case only the treated side desquamated.

"In one case small pustules appeared on the treated side.

"In 24 cases there was no change.

"In fact, in 24 cases vanishing cream proved harmless, though three of the cases had naturally dry skins. In 13 cases the cream was beneficial. In only one out of 40 cases did the cream cause dryness."

### Blush Stimulants London's Latest

These are the "romantic thirties," according to the costumiers, and romance is sending women to the beauty parlors to acquire a blush that is softer and more natural than the hard, clear color produced by rouge. One recipe for blushing, especially intended for girls with pale skins, is a toilet milk with a slightly pungent aromatic perfume that was used by the beauties of the Court of King Charles II. Another London specialist has a stimulant for the face that is like an exterior cocktail, whipping the blood to the surface and leaving the skin glowing and clear. Yet another aid to blushing is an astringent.

### Lavender a "Vegetable" in Britain

A man who went from door to door selling packets of lavender was charged at Croydon (near Mitcham, the lavender center) recently with not having a peddler's license. But the clerk of the court, when he looked up the law on the matter discovered that lavender was rated as a vegetable and that hawkers of vegetables and victuals did not need a license. The charge was therefore dismissed.

### Flowers and Perfumes Shown

Seven leading Portland, Ore., florists contributed the best of the season's blooms to the artistic show windows of Meier & Frank, of that city, which were devoted to the staging of a perfume and flower show, centering on the newest fragrances by Lenthéric, and colorful flowers.



## Abbott Purchases St. Louis Building

Abbott Laboratories, Inc., Chicago, manufacturer of pharmaceuticals, biological supplies and medical chemicals, has purchased the modern building at 4455 Duncan avenue, St. Louis, which the firm has been occupying for the past five years under the terms of a lease. In 1928 the company acquired the business of the John T. Milliken Chemical Co. as the nucleus of its St. Louis branch which has been under the supervision of E. F. Gillis. The company intends using the building it has acquired as the distribution point for its products to the Southwest and the Mississippi valley area.

## Pierre du Pont on N.R.A. Board

Pierre S. du Pont, of E. I. du Pont de Nemours & Co., Wilmington, Del., is one of the five new members appointed to the Industrial Advisory Board of the N. R. A. These new members replace five other leading industrialists, who had served on the board for four months, in the new system of "rotating" memberships.

## Parento in N.R.A. Parade

Prominent in the local N.R.A. parade in Croton-on-Hudson, N. Y., October 28, was the handsome float of Compagnie Parento, Inc. This company had all of its employees in line at the head of the fifth division led by the Veterans of Foreign Wars Fife, Drum and Bugle Corps.

## Howell Begins Radio Advertising

The Howell Co., Inc., New Orleans, manufacturer of "Hi-Qual" and "Jeanne Mauray" perfumes and toilet preparations, is the latest to adopt radio advertising. The program is on the air every morning except Sundays, and on Tuesday and Friday evenings over station WWL, New Orleans.

## DeKama Co. Moves

Taking larger quarters, the DeKama Co., manufacturer of hormone facial preparations, perfumes and cosmetics, has recently moved to 9442 Wilshire boulevard, Los Angeles. This section of Los Angeles, extending also to La Brea avenue, is fast becoming a cosmetic manufacturing center.

## DeGray Laboratories on the Air

DeGray Laboratories, St. Louis, manufacturers of "Ped-i-Septic," have decided to use radio as an advertising medium for their product and have signed a contract with KMCX, 50,000-watt key station of the Columbia network, to sponsor all broadcasts of football games played by St. Louis college teams.

## Buffalo College Pharmacy Night

The School of Pharmacy of the University of Buffalo held its fourth annual "Pharmacy Night" last month with excellent success. A large number of visitors were present for the various special displays and for the regular courses which were observed in actual operation. A special display on perfumery and cosmetics under the direction of Prof. Lockie was a feature of the evening.

## Chicago News and Notes

THE Chicago Perfumery, Soap & Extract Association held its monthly luncheon meeting November 7 at the Hamilton Club. After disposing of routine business, president Dudley F. Lum gave the members an inkling of the good times in store for them at the annual Christmas party. The guest of honor was Maison G. de Navarre, who extended greetings as president of the Michigan Cosmetic & Extract Association. Mr. de Navarre spoke about the value of trade associations to their members, and of the benefits to be derived by closer co-operation with each other, especially on matters pertaining to legislation.

## Plan Perfumers' Christmas Party

The annual Christmas party of the Chicago Perfumery Soap & Extract Association will be held December 4 at the Knickerbocker hotel. Secretary W. Kedzie Teller, who is also acting as chairman of the entertainment committee, due to the sudden illness of Euclid Snow, promises that the banquet this year will be a real thriller, especially planned for the entertainment of the ladies. Announcements now in the mail mention a "Super Excellent Dinner", and that surely means something very special, entertainment by foremost vaudeville stars and entrancing dance music by a fascinating, syncopating orchestra. The association will again assume the larger share of the expenses of the party, as the tickets will cost only \$2.75 per plate. Each lady present will receive the traditional souvenir gift bag, which will contain a larger assortment of toilet requisites than ever before. This souvenir bag is made possible by the generous donation of various items manufactured by concerns in the perfumery, soap and extract business.

## Chemical Association Christmas Party

The Chicago Drug & Chemical Association has announced that its annual Christmas party will be held December 14 at the Stevens hotel. The association will again play Santa Claus by donating a free ticket to each member. However, as the membership has grown to such large proportions, the stag party will be limited to members only, the tickets being non-transferable. The chemical trade eagerly looks forward to this big night of fun and frolic, and elaborate plans have been made for the dinner and entertainment features by a hard working entertainment committee headed by chairman Fred J. Heil, of the Graselli Chemical Co. Each member will receive the customary gift bag, which promises to be, "bigger and better" than in previous years.

## Lautier Appoints Riviera Products

Lautier Fils, Inc., New York, has appointed Riviera Products Co., Chicago, as its representative in the Midwest territory. The business will be under the personal supervision of Joseph De Lorme, president Riviera, and stocks of Lautier products will be carried.



### J. E. Wolfe Wintering in California

J. E. Wolfe, of Neumann-Buslee & Wolfe, Inc., has forsaken Chicago for this Winter for the warmer climate of California where he will convalesce from a recent illness. Mr. Wolfe will make his headquarters at 750 South Mariposa avenue, Los Angeles, and when fully recovered will visit the Western trade.

### Hoppock in Rawleigh Purchasing Office

H. H. Hoppock is now devoting considerable time in the purchasing department of W. T. Rawleigh Co., Freeport, Ill. For several years Mr. Hoppock was located abroad supervising imports for the company.

### New Materials and Supplies

**U**NDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

**Sylvania Industrial Corp., New York.**—"Sylphseal" Caps and Bands.—The company is now ready to manufacture at its plant at Fredericksburg, Va., viscose caps and bands for all types of bottles, jars, etc., this new product to be known as "Sylphseal."

"Sylvania will manufacture not only regular transparent, metallic bronze and mat opaque bands and caps,



SYLVANIA PLANT AT FREDERICKSBURG

but also two new patented items which are exclusively Sylvania products, 'High Gloss Enamel' and 'Silky Lustre.'

"These new closures are made in a wide range of colors and sizes and are made to fit any type of bottle or jar. Being applied wet, the caps and bands quickly dry and shrink to fit the container, thereby effecting a hermetic seal. These closures give to the container a remarkable, well-finished appearance, and also protect the contents of container from loss of odor, loss through evaporation, etc. As a further protection to guard against counterfeit packages the bands or caps will be specially printed with a trade name or trade mark.

"These closures will be marketed through a separate division known as the Cap and Band Division.

"Sylvania began the manufacture of the well known transparent cellulose wrapping material known as 'Sylphrap' some four years ago. This material is made in plain white, plain white moisture-proof and eleven attractive colors. To its original and meanwhile greatly increased transparent sheet production Sylvania has added other kindred products, the present caps and bands being the latest.

"In announcing this new 'Sylph' product, it will be the aim of the company to maintain the same high standard of quality which it has maintained on all its 'Sylphrap' products."

**George Silver Import Co., New York, and Roure Bertrand Fils and Justin Dupont, Paris and Grasse.**—"Netopulvodor."—This new product, the company states, "will overcome the earthy odor in face powders and compacts which increases with age, and will accentuate the individual flowery note of perfumes without increasing the cost, and spread the odor evenly in the powder."

"Lavandula."—The company recommends this new product for toilet preparations and especially for soaps, stating that it is "less expensive, steadier in price and quality, and has more odor value than ordinary lavender oil."

### Book Reviews

(Copies of Books Reviewed in this Column, and other Works Useful to our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 432 Fourth Ave., New York.)

### A Valuable Reference Work

**THE HANDBOOK OF CHEMISTRY AND PHYSICS**, 18th Edition, 1818 pages. Chemical Rubber Publishing Co., Cleveland, Ohio. \$6.00.

The 18th edition of this splendid reference work follows the same general style and arrangement as that of the 17th edition. It has, however, been revised in many respects and considerably enlarged, containing about 100 more pages than the former edition.

Of special interest to our readers is the increase in size and revision of the chemical tables showing the physical constants of inorganic compounds. Nearly 1,000 new compounds have been added and more complete data supplied than in the former editions. In order to secure better arrangement, the metal-organic compounds have been placed in separate tables and the arrangement of both tables has been materially improved. Other new matter includes a complete revision of the descriptive matter concerning the elements, including all of the radio-active and recently discovered elements; an exhaustive list of American and foreign-made films and plates showing their speed numbers; a new table giving the prime factors of all factorable numbers and logarithms of all prime numbers from 1 to 2,000. Other important tables have been revised and enlarged, and the new book is in many respects superior to the former volume.

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### Recommended for Perfumers

**RIECHSTOFFE UND PARFÜMIERUNGSTECHNIK**, by Dr. Fred Winter. 370 Pages and Index. Copyright 1933 by Julius Springer, Vienna. Price 32 Reichsmarks.

Dr. Winter, who is not a stranger to our readers, has undertaken in this volume to do a great deal more than merely to write another book on aromatics and the technique of the perfumer. His work, written in German, is complete in itself, but it is likewise a supplement to the larger "Handbuch der Gesamten Parfumerie und Kosmetik" of the same author. Extensive and laborious investigation and constant critical study went into the making of this valuable contribution to the art of the



perfumer. So the reader will find a wealth of detail that is really amazing.

The first part starts with modern theories on the way in which, it seems, nature creates and develops the aromatic principle in the living plant from tannin or carbohydrates respectively. Tables are given showing the various odoriferous products derived from or relative to tannin. The fact is stressed that, although analytical methods for the chemical research of the aroma of the plants have been perfected, the knowledge thus gained is only fragmentary. To overcome this lack of proper knowledge the author suggests "the rays of hypothesis which, although weak, shine through the darkness" giving us some light which helps us to proceed satisfactorily.

However, not mere theory or hypothesis must be expected, but the following chapters contain in a concise form practically all of the information so far available on the composition of the different scents. There is special consideration of the rôle which the aldehydes, fatty acids, resins, extracts of oak moss, and others play. A thorough up-to-date description of natural oils and synthetics follows. The synthetics are arranged in a novel way, namely according to the acids which are immediately followed by their respective derivatives. The chapters on formates and propionates, often considered negligible, will be found helpful. It may hardly be necessary to mention the many other important aromatic chemicals, such as acetates, cinnamates, etc., all of which are given ample consideration and deserve a thorough study.

The second part of the book is devoted to the understanding and the technique of the practical use of the aromatics. The general part contains hints on the compounding of odors that ought to be of interest to the professional chemist. The chapter on the "oscillation of the odors" deserves special mention. Even methods of manipulating small amounts of material are described and illustrated.

Looking over the formulary which concludes the book one is surprised to find how the author has thoroughly revised and brought to a higher standard the many formulas it contains.

The volume is admirably adapted to the needs of the perfumer, whether advanced or beginner. It is also fit for the use of the student.

### Circulars, Price Lists, Etc.

**Fritzsche Brothers, Inc., New York.**—*Price List, November, 1933.*—This is the regular price list on essential oils, synthetics, flavors, aromatic chemicals, etc., offered by the company, as well as the synthetic flower oils and specialties of Schimmel & Co., Miltitz, Germany, for which it is sole American and Canadian representative.

**Phoenix Metal Cap Co., Chicago.**—*The November "Flame."*—This magazine improves in content and appearance with each issue, and we are beginning to wonder how they keep it up. The current Thanksgiving number has some excellent articles and the illustrations are unusually good.

**Bakelite Corp., New York City.**—*"Bakelite Review," October, 1933.*—This number is profusely illustrated with new products made of "Bakelite" material, including electrical and mechanical supplies, instruments, novelties, household articles, sporting goods, smokers' items, etc. It also contains a few interesting articles on "Bakelite," and, for the convenience of its readers, an information blank is enclosed to be filled out and returned to the company so that it can furnish any particular information desired.

**Owens-Illinois Glass Co., Toledo.**—*Photograph of new "Wildroot Five Star Antiseptic."*—A new development in packaging, that of using a glass container with



applied lettering in place of a label, is attracting unusual attention among package users. This latest accomplishment was announced recently by the Owens-Illinois Glass Co., Toledo, and has met with the instant response from manufacturers.

"Among the first to adopt a stock container with the applied lettering for packaging a new product with a new merchandising campaign was the Wildroot Co., Buffalo, N. Y., which is introducing its 'Five Star Antiseptic' in the bottle here illustrated. The use of this type of container eliminates the usual labelling process and is particularly applicable to a product which remains in use over a period of time during which an ordinary label might be obliterated. The 'Five Star' container is of handsome design, appropriately set off with a molded cap, and is sure to command favorable display attention."

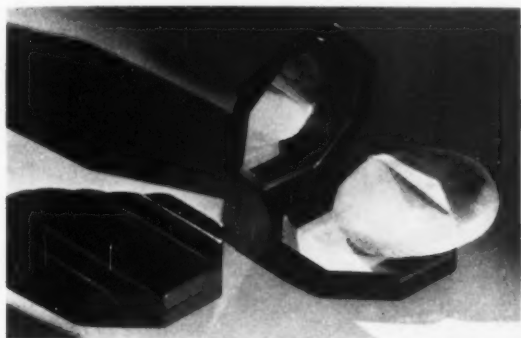
**Consolidated Packaging Machinery Co., Buffalo, N. Y.**—*"Topmost at the Chicago World's Fair, 1933."*—This very attractive circular compares the World's Fair with the progress of the company in the manufacture of packaging machines. Some of the buildings at the Fair and one of the exhibits showing "Capem" machines in use are illustrated, as well as the various types of bottles and jars which may be closed with the company's capping machines.

**North Dakota Regulatory Department, Bismarck, N. D.**—*Food and Drug Bulletin.*—This bulletin reports on food and drug inspection work done in the state during the last year. A special ruling on deceptive containers is of the greatest interest.

**Martha Matilda Harper, Inc., Rochester, N. Y.**—*"Harper Method Progress," November, 1933.*—This number is largely devoted to valuable suggestions for Christmas trade as well as articles for increasing seasonal business in the Harper shops.



**General Plastics, Inc., North Tonawanda, N. Y.**  
*—Photograph of new plastic compact.*—The company has sent us the handsome photograph of a new plastic compact just announced by A. L. Seigel & Co., New York. It is offered in red, green, and black. A bevelled glass mirror is fixed in the hinged cover and a



perforated cellulose disc holds the loose powder under the puff. It is molded of "Durez."

"*Closure News*," November, 1933.—This number calls attention to new uses for "Durez" caps and containers in a wide range of products, and describes and illustrates many of these packages recently placed on the market. The last page is devoted to a biographical sketch of George Sakier, industrial designer, and some illustrations of his work.

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**Hazel-Atlas Glass Co., Wheeling, W. Va.**  
*—Photograph of the glass jars for Pond's face powder.*—The company has sent us a very handsome picture of the striking glass jar being used by the Pond's Extract Co. for its face powder. These jars were designed and are being manufactured by the Hazel-Atlas Glass Co.



**Walter H. Jelly & Co., Inc., Chicago, Ill.**—*Stock List.*—This folder, which provides a space on the back for mailing, contains a list of the more important items carried by the company, together with the size of the container in which they are packed. The company states that it acts as broker for all raw materials, and can supply or obtain any chemical desired. A list of the company's principals is also given.

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**Dodge & Olcott Co., New York.**—*November-December, 1933, Price List.*—This very complete price list includes the products of P. Samuelson & Co., London, Fabriques de Laire, Paris, and J. Mero & Boyveau, Grasse, for which the company is sole American and Canadian representative, as well as its own materials for the drug, food, confectionery, perfumery and soap industries.

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**New Jersey Zinc Co., New York City.**—*Circular on Properties of Zinc Stearate.*—This consists of a letter inclosing a recent bulletin of the U. S. Public Health Service in which the matter of the possible toxic properties of zinc and its compounds is discussed and recommendations that present restrictions be somewhat relaxed are made. The booklet is reviewed in full elsewhere in this issue.

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**Neumann-Buslee & Wolfe, Inc., Chicago, Ill.**  
*—Wholesale Price List, November 1, 1933.*—This is the company's regular price list of materials for manufacturers of soaps, perfumes, toilet specialties, etc., in which a few special items are particularly featured.

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**Givaudan-Delawanna, Inc., New York.**—*"The Givaudanian"*.—This interesting house magazine in its October issue tells of the visit here of Xavier and André Givaudan as well as of numerous perfume developments of the house. An editorial by Dr. Eric C. Kunz, executive vice-president, urges support of President Roosevelt and his recovery measures.

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**Rossville Commercial Alcohol Corp., Terre Haute, Ind.**—*Rossville Alcohol Talks, October, 1933.*—This is the third installment of the series on petroleum, and discusses the transportation of the oil, the quantity which is available and how long it may last.

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**Giles Can Co., Chicago.**—*"The Candle"*.—The November issue is devoted to a splendid seasonal story, "The Thanksgiving Possum," and an appeal for the American Red Cross. Illustrations and reading matter as usual are excellent.

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**Arthur A. Stilwell & Co., Inc., New York.**—*Price List.*—The company has just published a new price list of essential oils, aromatics, fruit flavors and perfumer's materials.



## New Incorporations

Ceb Manufacturing Corp., Jacksonville, Fla., cosmetics; \$10,000. Directors: C. E. Beloate, A. W. Knight and A. Mortenson.

Unterman Trading Co., Inc., cosmetics, toilet accessories; \$5,000. Filed by Taft & Taft, 66 Court street, Brooklyn.

Perfumes of the Orient, 41 Union Square, New York; 100 shares common stock.

J. Eavenson & Sons, Inc., deal in soap; \$200,000. Filed at Wilmington, Del., by Corporation Trust Co.

Nan-Net Products Co., Houston, Tex., cosmetics; 250,000 shares non-par value stock. Incorporators: L. M. Borg, Wilbur Morrow and D. E. Agee.

Beau-Belle Products, Inc., cosmetics; 200 shares no par value stock. Filed by Mary Rehan, 2 Rector street, New York.

Vogue Cosmetics, Inc., 339 Madison avenue, New York; 100 shares pfd., 100 shares common no par value stock.

Clairol, Inc., 132 West 46th street, New York, cosmetics; \$25,000.

Fuller Laboratories, Inc., 355 Greenwich street, Valparaiso, Ind., drugs, cosmetics; 100 shares no par value stock. Incorporators: John C. Baur, Harry V. Fuller and Hilda Nuoffer.

Enoch Morgan's Sons, Inc., soaps, chemicals; 200 shares no par value stock. Filed at Wilmington, Del., by Corporation Trust Co. Incorporators: Henry C. Marshall and Howard C. Paterson, both of New York, and Thomas C. Clark, of Brooklyn.

Paul's, Newark, N. J., cosmetics; \$125,000. Agent: Alexander Goldhill, Newark.

Adva Sales Corp., cosmetics, toilet articles; 20 shares no par value stock. Filed by W. S. Cohen, 444 Madison avenue, New York.

Limes Corp., of America, fruit and vegetable extracts, juices; \$20,000. Filed by David S. Becker, 5 Beekman street, New York. Incorporators: Samuel Becker, 1368 Sheridan avenue, Bronx, N. Y.; Bertha Schwartz, 759 Coney Island avenue, Brooklyn, and Lottie Potosky, 183 Penn street, Brooklyn.

Dime Line Products Co., Enfield, N. C., manufacture hair dressing, salves, perfumes, powders, etc.; \$25,000 authorized capital stock, \$300 subscribed stock. Incorporators: R. L. Wood, R. F. Shaw and W. B. Burchett, all of Enfield.

## Seeks to Enjoin Procter & Gamble

Proceedings for a permanent injunction to restrain Procter & Gamble Co., Cincinnati, from continuing to sell a flaked soap product called "Chipso" because it is said to be an infringement upon a product called "Chase-O" have been started by the J. L. Prescott Co., Passaic, N. J., manufacturer of "Chase-O." Arguments on the application were heard recently by Judge John Boyd Avis in the Federal District Court at Camden, N. J. Alleged damages of \$500,000 and an accounting of all profits from the sale of "Chipso" also were asked.

The Commissioner of Patents in Washington last Summer ruled that Procter & Gamble must abandon the use of "Chipso" on soap flakes and granules because it was confusingly similar to the previously registered "Chase-O."

## Form Joint Beauty Trade Body

A PERMANENT organization for handling the conflicting problems of the beauty industry was formed at a meeting in New York October 16 of delegates representing the national associations of manufacturers, jobbers, beauty shops and beauty culture schools. Plans for such an organization had been in process of formulation for some time. At the New York meeting, the following national associations were represented: All American Beauty Culture Schools, Associated; Allied Manufacturers of the Beauty and Barber

Industry; Beauty and Barber Supply Institute; and National Hairdressers and Cosmetologists Association.

By-laws were adopted, and C. W. Godefroy of the National Hairdressers and Cosmetologists Association was elected chairman. George D. Chisholm, president of the Allied Manufacturers of the Beauty and Barber Industry, was named vice-chairman, and Miss Edna L. Emme, secretary of the



C. W. GODEFROY

National Hairdressers and Cosmetologists Association, secretary.

The function of the new organization is to advise the national associations upon problems affecting the industry, or the relation of the various groups, one to the other. A committee to study the effect of proposed national legislation upon the industry was appointed, under the chairmanship of Richard Clark, of Inecto, Inc., New York.

## Missouri Would License Canvassers

A bill (HB 65) has been introduced in the Missouri legislature which would license, tax and regulate the house to house sale of drugs and toilet preparations. Under the provisions of the bill, house to house salesmen or demonstrators would be subject to the regulation and examination of the Board of Health and would be compelled to obtain a permit. The annual license fee is fixed at \$25 and there is also provision for a tax of 5 per cent on gross sales. Violation of the law, if enacted, would be a misdemeanor.

## London Women "Fogproof" Their Faces

Fashionable women in London, city of fogs, are having their complexions "fogproofed." Fog is acknowledged as an enemy to women's looks, and by noon on a foggy London day the freshest skin is apt to look blurred and soiled. Smuts descend like rain to the detriment of the complexion.

As a result "fogproofing" has become a vogue. Every morning before making up for the day, fashionable women now spread a thin film of skin food (some prefer plain almond oil) over the skin as a foundation. This renders smuts and fog damp entirely innocuous. The face is then made up in the usual manner.



# Canadian News and Notes

**A**T the regular meeting in the Royal York hotel, Toronto, November 1, announcement was made that the Association of Canadian Perfumers and Manufacturers of Toilet Articles will hold a semi-annual one-day convention on December 4. Jack Hill, of Parfumerie Melba Co., will officiate as chairman and convention headquarters will be at the Royal York. President Kennedy added that the ladies would be welcome at all the business sessions and functions. The committees as they have been lined up are as follows: Noonday luncheon: Ted Reeve, Bob Dixon and Don Sayer; evening banquet: N. F. Dahl, Arthur Poole and Fred Fielder; dance committee: Charlie Stephens, Fred Whitlow and Fred McBrien; ladies' committee: A. F. Collins, C. G. Carmichael and Fred Hodder; friendship committee: Harry Garlick, Stan Beardmore and George Ringel; registration committee: Walter Campbell and John Catto; publicity: Bill Moffatt, editor of *Drug Merchandising* and representative of THE AMERICAN PERFUMER.

The November 1 meeting was sponsored by the metal package manufacturing members of the association: K. E. Specht, American Can Co.; Bernard Allen, Bernard Allen, Ltd.; H. T. Roden, A. Schrader's, Inc.; and W. T. Bell, Macdonald Manufacturing Co. The speaker of the day was Prof. C. A. Chant, of the Department of Astronomy at the University of Toronto. The speaker, who was presented by Mr. Specht, gave an interesting review of the progress that has been made in astronomy since the days of the Ancients. He was enthusiastically applauded and a hearty vote of thanks for his thoughtful talk was tendered him.

Following a brief speech by president Kennedy who stated that there are now 97 members in the association and that the objective is 100, Stanley Coon presented a handsome trophy for competition in the Perfumers' Bowling League. The trophy will be awarded for the highest aggregate with handicap for the year, providing the winner has attended 75 per cent of the bowling get-togethers. Alex Burns and Fin Wilson gave out the prizes that were won on the last night and all were advised that the next gathering of bowlers was scheduled for November 14.

Before concluding the meeting Mr. Kennedy asked the members for their recommendations on the changing of the Excise Act. The new members he introduced as follows: Cheramy, Ltd., Montreal, André Borel; Penslar Co., Walkerville, H. H. Todgham; Helfrich Laboratories, Chicago, J. H. Helfrich; Macdonald Manufacturing Co., Toronto, Tom Bell; and Canada Foils, Ltd., Toronto, F. W. Young.

At the head table were Prof. Chant, president Kennedy and Messrs. Harris, Coon, Bell, Allen, McCormick, Specht and Roden. Favors were distributed by Canada Foils, Ltd.

## Tamblyn Will Offered for Probate

The National Trust Co., W. E. Corlett and W. C. Scott have applied for probate of the will of Gordon Tamblyn, who died in Toronto on August 18. The will disposes of approximately \$527,000.

## Corlett Succeeds Tamblyn

W. E. Corlett was recently elected president of G. Tamblyn, Ltd., Toronto, succeeding the late Gordon Tamblyn. Mr. Corlett is widely recognized as one of the most able merchandising men in the drug business, and is very popular with the trade.

W. C. Scott, who was formerly secretary-treasurer, has been elected director and vice-president. He is being succeeded in his former capacity as secretary by W. H. Campbell.

The new officers have all had long service with the company, Mr. Corlett having joined the late Gordon Tamblyn in business more than 20 years ago, and having been associated with him in the development of this big chain organization. He has been engaged in the merchandising end of the business for many years. Both Mr. Scott and Mr. Campbell were also associated with the late Mr. Tamblyn for more than 20 years, and have been executives of the company since its incorporation.

## Wilson a Nyal Director

Announcement was recently made of the appointment of James W. Wilson to the board of directors of the Nyal Co. of Canada, and also to the board of directors of the Nyal Co., of the United States. Mr. Wilson will also occupy the position of sales manager of the Nyal Co. of Canada.

"Jim" Wilson is a native of Point Edward, Ont., where he served his apprenticeship with the well-known druggist, Albert Johnston. He later worked with W. A. Pond, and following that with Laing's drug store in Windsor. He joined the Nyal Co. in 1931 as advertising manager.

Succeeding Mr. Wilson as advertising manager of the Nyal Co. of Canada is J. E. McCorkell, for a number of years Western Ontario representative of the Richards Glass Co., Toronto. Mr. McCorkell is one of the best known men in the Ontario retail drug trade, with a fine record as sportsman and good fellow. He had a splendid war record, being decorated by the King and finishing his fighting career with the rank of major in charge of a battery.

The many friends of these two well-known figures in the drug trade will wish them every success in their new offices.

## Yardley Cautious on Premiums

McGillivray Brothers, Ltd., Toronto, Canadian agents for Yardley & Co., Ltd., London, England, has issued a notice to the retail drug trade of Canada reminding dealers of the company's price maintenance policy which prohibits the operating of all contests, giving of premiums or coupons on Yardley products. The announcement was prompted by the tendency during the past few months toward the arranging of these contests and the giving of coupons by many druggists for purpose of stimulating sales in their stores. McGillivray Brothers, Ltd., is asking for the fullest co-operation from retailers in refraining from such methods



of merchandising its products and enabling it to carry out its established policy of price maintenance.

Yardley & Co. of Canada, Toronto, is featuring an extensive line of gifts for the Christmas season's selling. Prominent among these are "Old English Lavender" toilet soap, a box of three cakes; wooden bowl of shaving soap, and "Old English Lavender" bath salt crystals.

### Lever's New Window Advertising

Lever Brothers, Toronto, are offering some beautifully colored display cards designed by leading artists, as their new window display promotional helps. All the cards are free and are mailed post-paid. A very complete and attractive set is now available on "Sunlight Soap," consisting of show-card, two-price cards, window bill, window streamers, and "Sunlight Soap" package dummies. These pieces make up a very attractive window with comparatively little effort. Windows in the trade will also be brightened by the brilliant red display of "Lifebuoy Health Soap." In the set are two striking cut-outs in rich natural colors, two convenient-size price cards, window bill, window streamers and handy container and dummies. Among the other products featured in the same manner are "Lux" and "Rinso."

### To Push Potter & Moore Line

An extensive advertising campaign has been announced by Norman S. Wright & Co., Ltd., Toronto, Canadian sales agents for Potter & Moore, London, England. The campaign will feature Potter & Moore's "Mitcham Lavender" gift sets as Christmas gifts. A large number of newspapers from coast to coast will be used, and among the items featured will be "Mitcham Lavender" shaving soap, perfume, shaving stick and bath crystals.

### Hill Honored by Druggists

J. B. Hill, of Parfumerie Melba Co., Toronto, was granted the first honorary life membership in the Traveling Men's Auxiliary of the Ontario Retail Druggists' Association recently. This high honor was accompanied by a handsome scroll elaborately designed and framed. The honor was conferred on Mr. Hill in recognition of the skilful organization work carried on by him in conducting the prize draw which substantially added to the Benevolent Fund of the T. M. A.

### Wellman Announces Cosmetic Accounts

Announcement has been made by Murray Wellman that his company, Wellman Sales, Ltd., Toronto, has resumed the Canadian representation of its group of cosmetic lines. Mr. Wellman recently made arrangement for an aggressive campaign to commence at once, his chief lines for this season being "Admiracion," "Ambrosia," "Cover-Mark" and "Thinc."

### Cure for Nervousness

Nervous Passenger: "Don't drive so quickly 'round the corners. It makes me frightened."

Driver: "You don't want to get scared. Do what I do—shut your eyes when we come to corners.—*The Hercules Mixer.*"

### Toiletry Novelties at Inventions Exposition

At the ninth International Exposition of Inventions, recently held in London, several novelties of interest to the perfumery world were shown for the first time. Among these was a combined face cream and lipstick container which was mechanical in action and easily refillable. It resembled a fountain pen in appearance and was of a handy size for a handbag.

Something entirely new in the realm of soap was a tablet with a piece of fabric embedded in the center and having one end projecting and eyeletted to enable the soap to be hung up. This keeps the tablet perfectly dry and avoids the "jellying" of the under part of a tablet when lying on a wet soap dish. It also enables the tablet to be completely used, as when it is reduced to a thin wafer the fabric acts as a reinforcement and prevents crumbling of the remainder. The name of the soap can be printed or otherwise impressed on the fabric and thus remains throughout the life of the tablet, whereas the name stamped on the surface of the tablet is quickly worn off.

Another interesting exhibit was a simple attachment for electric lights for vaporizing perfumes, disinfectants, etc. This vaporizer acts as a deodorizer and a preventive of influenza, colds and other infection, and should prove useful for offices, theaters, public buildings, and the home.

### Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

#### TRADE MARKS REGISTERED UNDER UNFAIR COMPETITION ACT

Signature of Prof. Dr. Sigmund. Hair tonic. Dr. Franz Sigmund, neue weinsteige 160, Stuttgart, Germany.

"Tefra." Toothbrushes. Tefra Co., Wilmington, Del.

Design of parallelogram shaped panel having representation of a rose protruding from one upper corner and a horizontally disposed rectangular panel superimposed upon the panel. Flavoring extracts. Matthews-Wells Co., Ltd., Guelph, Ont.

"Ethavan." The ethyl ether of protocatechuic aldehyde, otherwise known as bourbonal or ethyl vanillin. Monsanto Chemical Works, St. Louis, Mo.

"Concord," "Moon," "Ivory," and "Olate." First two for soaps; third for stearic acid, and fourth soap in flake form. Procter & Gamble Co. of Canada, Ltd., Hamilton, Ont.

#### PATENTS

336,258. Container closure. Appleford Paper Producers, Ltd., Hamilton, Ont., assignee of Louis Huffman, Toronto.

336,486, 336,487, 336,488. Container caps. Scovill Manufacturing Co., Waterbury, Conn., assignee of Francis O'L. Killorin, Frederick Reutter and Francis O'L. Killorin, respectively, both of Waterbury.

336,610. Deodorant stick. Feminine Products, Inc., assignee of Marvin Small, both of New York.

336,680. Depilatory compound. Alexander Hertz, New Rochelle, N. Y., assignee of Ralph H. McKee, New York City, and Earle H. Morse, Nutley, N. J., co-inventors.



# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,930,532. Vanity case. August Mitchell, New York, N. Y., assignor to Scovill Manufacturing Co., Waterbury, Conn.

1,930,785. Vanity case. Isabel Winslette, Chapel Hill, N. C.  
1,930,872. Perfume Atomizer. Clyde W. Blackman, San Francisco, Calif.

1,931,004. Vanity case. Bernard H. Krueger, New York.

1,931,079. Lipstick. August Mitchell, New York, assignor to Scovill Manufacturing Co., Waterbury, Conn.

1,931,216. Vanity case and analogous article. David H. Zell, Brooklyn, N. Y.

1,931,802. Neck sealing means for collapsible tubes. Lawrence L. Myers, Wichita, Kans.

1,933,260. Container and quick detachable sealing cap. Alfred S. Harkness, Jr., Narberth, Pa.

1,933,538. Lipstick apparatus. Medeline Brazelton, Kansas City, Mo.

1,933,893. Liquid dispenser. Will A. Clark, St. Louis, Mo.

1,933,977. Dentifrice preparation. John J. Harris, Chicago, Ill.

1,934,016. Paste tube cap. Adam J. Strehls, Miami, Fla.

1,934,045. Self-opening and closing mouthpiece for collapsible tubes. Daniel D. Devlin and Reinhart W. Pittman, New York.

1,934,069. Container Cap. George W. Ittner, St. Louis, Mo., assignor of one-half to John B. Hulett, New York.

## Designs Patented

90,903. Design for a cosmetic jar or the like. Elwood Whitney, New York, assignor to Kathleen Mary Quinlan, Inc., New York.

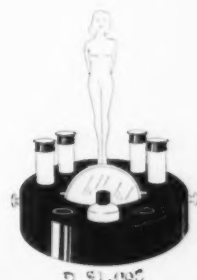
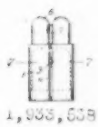
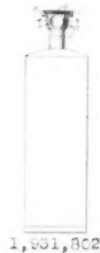
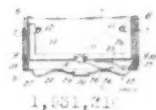
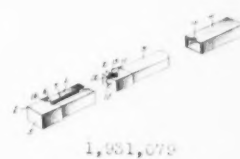
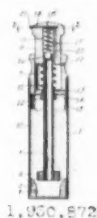
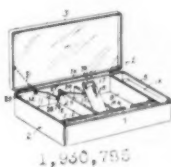
90,943. Design for a combined container and closure therefor. Edwin W. Fuerst, Toledo, Ohio.

90,957. Design for a vanity case or similar article. Robert P. Ridges, Elgin, Ill., assignor to Illinois Watch Case Co., Elgin.

91,000. Design for a cosmetic chart. Nathan Traub, Brooklyn, N. Y.

91,003. Design for an advertising display stand. James L. Younghusband, Chicago, Ill.

## Patents





## Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

314,930.—Dr. Margaret Ruppert, Philadelphia, Pa. (July 1, 1913.)—Toilet preparations.  
328,718.—J. T. Robertson Co., Inc., Syracuse, N. Y. (June, 1925.)—Soap.  
330,536.—Lawrence E. Churchill, Oshkosh, Wis. (Jan. 10, 1932.)—Paste powder and rouge.  
331,009, 331,010.—William Scher, New York. (Sept., 1931.)—Toilet preparations and soaps.  
334,690.—Saratoga Springs Hydro-Therapy Labs., Inc., Saratoga Springs, N. Y. (Nov., 1932.)—Mineral salt for use in bath.  
335,925.—Colgate-Palmolive-Peet Co., Chicago. (1904.)—Soap.  
336,005.—House of Tre-Jur, Inc., New York. (Jan. 1, 1933.)—Soaps.  
336,496.—Chanel, Inc., New York. (Mar. 18, 1933.)—Perfume.  
336,987.—La Maison du Savon, Paris, France, assignor to Société Inventux, S. A., Paris. (Mar. 27, 1933.)—Soaps.  
338,127.—Sara G. Thompson, Morristown, N. J. (Jan. 5, 1927.)—Face lotions and creams.  
338,481.—Bourjois, Inc., New York. (Feb. 16, 1933.)—Toilet preparations.  
338,624.—Tak, Inc., Newark, N. J. (Apr. 22, 1933.)—Hand conditioner.  
338,625.—United Drug Co., Boston, Mass. (Oct., 1908.)—Soap.  
338,896.—The Carroll Co., West Haven, Conn. (Apr. 3, 1926.)—Toilet preparations.  
339,029.—Don C. Griffith, Rochester, N. Y. (May 15, 1933.)—Toilet preparations.  
339,066.—Economy Grocery Stores Corp., Boston, Mass. (May 1, 1933.)—Toilet preparations.

339,369.—Mame E. Steinhilber, Philadelphia, Pa. (Dec. 1, 1932.)—Skin lotion.  
339,794.—Parfumerie St. Denis, New York. (May 4, 1933.)—Toilet preparations.  
340,047.—Rolla Lawry, doing business as Arbodine, East Port Chester, Conn. (Jan. 21, 1932.)—Mouth wash.  
340,300.—Elizabeth Arden, Inc., New York. (July 24, 1933.)—Cosmetic cream for eruptions of the skin.  
340,329.—Clare S. Weinberg, doing business as Denticol Co., New York. (July 15, 1933.)—Dentifrice, mouth wash and gargle.  
340,403.—Laray Cosmetics, Inc., Newark, N. J. (May 18, 1933.)—Toilet preparations.  
340,464.—The Ayer Co., Lowell, Mass. (July 22, 1933.)—Antiseptic, soothing and healing cream.  
340,535, 340,715, 340,717, 340,719.—David D. Hyman, doing business as Dr. Hyman's Dental Products Co., Philadelphia, Pa. (Aug. 5, 1933, for first two; Aug. 8, 1933, Aug. 5, 1933.)—Tooth pastes, tooth powders and mouth washes.  
340,554.—Louis Paskin, New York. (Jan. 5, 1933.)—Toilet preparations.  
340,583.—Neptune Trading Corp., New York. (Mar. 31, 1931.)—Bath salts and water softeners.  
340,697.—L. Jennings Shaw, doing business as Lady Marie Products Co., McKeesport, Pa. (July 31, 1933.)—Toilet lotions for skin and hands.  
340,743.—Houbigant, Inc., New York. (Aug. 10, 1933.)—Toilet preparations.  
340,748.—F. J. M. Miles, doing business as C. R. C. Co., Sunland, Calif. (June 7, 1933.)—Toilet creams.  
340,804.—H. Michelsen Co., Ltd., New York. (1872.)—Bay rum.  
340,858.—Nassour Bros., Inc., Ltd., Los Angeles, Calif., and Chicago. (June 1, 1929.)—Soap.  
340,859.—Albert Carson, doing business as Vildor Co., New York. (Aug. 10, 1933.)—Cosmetics.  
340,882, 340,883, 340,884, 340,885.—Leroy Gordon Beauty Salon, Inc., Long Beach, Calif. (Aug. 1, 1932.)—Permanent waving solution and nail polish.

## Trade Marks

Pasteurshave  
M 307,795

**SHERAY**  
331,010

Barbara Gould  
NUMBER THIRTY  
335,481

NON-AT-ALL  
339,744

Soprano  
340,554

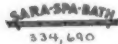
  
340,858

  
340,982

Vanby  
341,262

Dylcia  
341,398

Pasteuraid  
M 307,797

  
334,690

  
338,624

ARBODINE  
340,047

  
340,583

  
340,983

  
341,199

MAGICWASHER  
341,519

Nu-Mode  
M 307,802

**AJAX**  
335,925

**HARMONY**  
338,625

**DENTICOL**  
340,329

*Lady Marie*  
**Beauty**  
**BALM**  
340,697

  
340,884

  
341,303

MI-RITA  
314,930

chamai  
PEACH BOUQUET  
336,005

  
336,996

  
340,403

DR. HYMAN'S  
  
340,715

  
340,885

Williams  
341,312

  
330,536

**GLAMOUR**  
336,496

*dore'*  
339,029

**HY-VOR-IS**  
340,717

PapOnated  
340,719

  
340,886

EY-TEC  
341,362

Bleechtona  
341,629

FILO-PACT  
330,536

SAVANO  
336,987

  
339,066

**OZANA**  
340,535

PRESENCE  
340,743

COSMIC RAY  
340,748

**BAME**  
340,900

*Evening in Paris*  
340,945

**BUDDY**  
**CLEANSER**  
341,363

OGENE  
341,550

Sheray  
331,009

  
338,127

  
339,369

**NICHOLSEN**  
340,804

*Vildor*  
340,859

Angel Skin  
340,921

*Springtime in Paris*  
340,946

**OYLICIA**  
341,397

DAZZLE  
341,672



340,886.—Holly Leslie, Inc., Douglaston, N. Y. (July 28, 1933.)—Toilet preparations.  
 340,900.—Standard Beauty Parlor Supply Co., New York. (Oct. 1929.)—Toilet preparations.  
 340,921.—John N. McMath, doing business as The Angel Skin Co., Larchmont, N. Y. (July 5, 1933.)—Toilet preparations.  
 340,945, 340,946.—Bourjois, Inc., New York. (Oct. 6, 1928, and Dec. 23, 1931, respectively.)—Powder puffs.  
 341,199.—Arthur Gould, doing business as Gould Laboratories and Cynara Cosmetics, New York. (May 19, 1933.)—Toilet preparations.  
 341,262.—Margaret Stubbs, San Antonio, Tex. (June 15, 1933.)—Liquid skin cleanser.  
 341,303.—Pond's Extract Co., New York. (Aug. 9, 1933.)—Face powder.  
 341,312.—J. B. Williams Co., Glastonbury, Conn. (Aug. 18, 1932.)—Non-lathering shaving cream.  
 341,362.—Ey-Teb, Inc., New York. (Sept. 14, 1931.)—Dyes and coloring matters for hair, eyebrows and eyelashes.  
 341,369.—Gleam Products Corp., New York. (June, 1933.)—Scouring powder.  
 341,397, 341,398.—Davis & Lawrence Co., New York. (June, 1906, on toilet cream and vanishing cream, and June, 1933, on remainder.)—Talcum powder, tooth paste, toilet cream, vanishing cream and cold cream, and shaving cream, respectively.  
 341,519.—Iowa Soap Co., Burlington, Ia. (Dec. 4, 1894.)—Soap powder.  
 341,550.—Wm. M. Gambill, doing business as Ogene Co., Merkel, Tex. (May 1, 1931.)—Hair dress and face lotion.  
 341,629.—Hydrox Chemical Co., Chicago, Ill. (July 1, 1933.)—Hair bleach.  
 341,672.—James L. Younghusband, Chicago, Ill. (Aug. 25, 1933.)—Eyelash curlers.

#### Trade Mark Registrations Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M307,795, M307,797.—Willard J. Slagle, Cambridge, Mass. (June 1, 1932. Serial Nos. 330,313 and 330,315.)—After-shaving lotions and skin salves, respectively.  
 M307,802.—Michael E. Parobek, doing business as The Nu-Mode Co., Sac City, Ia. (Sept. 7, 1932. Serial No. 337,755.)—Wave-set solutions.

#### Packaging Machinery Code Signed

PRESIDENT ROOSEVELT signed the code of fair competition of the packaging machinery industry and trade, October 31, the code being originally filed on September 6.

At the first annual meeting of the Packaging Machinery Manufacturers Institute, Inc., together with a meeting of the industry and trade, formal organization of the institute was completed. The following directors were elected: For three years: H. H. Leonard, vice-president and general manager, Consolidated Packaging Machinery Corp., Buffalo, N. Y.; Roger L. Putnam, president Package Machinery Co., Springfield, Mass.; H. K. Becker, vice-president and general manager, Peters Machinery Co., Chicago; for two years: A. G. Hatch, general manager, M. D. Knowlton Co., Rochester, N. Y.; G. Prescott Fuller, Dexter Folder Co., New York City; Morehead Patterson, vice-president, American Machinery & Foundry Co., New York City; for one year: F. B. Redington, president, F. B. Redington Co., Chicago; R. T. Bacher, president, McDonald Engineering Corp., Brooklyn; C. E. Schaeffer, sales manager, Stokes & Smith Co., Philadelphia.

Subsequently, the board of directors re-elected the following officers: president, H. H. Leonard; vice-president, R. L. Putnam; vice-president; H. Kirke Becker. In addition, the following vice-presidents in charge of

divisions, were elected by the board: Kendall D. Doble, vice-president, Pneumatic Scale Corp., Ltd., vice-president in charge of dry filling, sealing, cartoning, lining and wrapping machinery division; E. E. Finch, vice-president, Karl Kiefer Machine Co., vice-president in charge of liquid filling, capping and labeling machinery division; E. A. Metz, vice-president and general manager, F. X. Hooper Co., Inc., vice-president in charge of corrugated and fibre box machinery division; J. S. Stokes, president, Stokes & Smith Co., vice-president in charge of paper box machinery division.

Provision was also made for the establishment of a wire stitcher division and a gummed tape dispenser division and possibly several other divisions. W. J. Donald, 52 Wall street, New York, was re-elected executive vice-president and treasurer.

It is expected that the chief work of the institute during the succeeding year will be the administration and enforcement of the code, the organization of several divisions, and the holding of meetings of the institute and of the divisions. It is not known to what extent it may seem desirable or necessary to establish supplementary codes for the various divisions of the industry.

#### N. Y. Hairdressers Hold Style Show

The New York State Hairdressers & Cosmetologists Association held its annual convention and style show in the Astor hotel, New York, late in October, and in the space of four days presented a comprehensive program which dealt with the many subjects of interest to the beauty shop profession. Leading features were demonstrations in the art of coiffure and make-up and lectures on skin and scalp treatments. One of the leading speakers was Miss Florence E. Wall, prominent consulting chemist. The show was brightened by the many attractive booths of manufacturers of cosmetics, hair preparations, beauty shop supplies, etc., who exhibited their products during the week.

The state association elected the following officers at the meeting: President, Emile Martin, New York City; vice-president, Ernest Roosevelt, Utica; secretary, Lorraine Stewart, Rochester; treasurer, Mlle. Reif, New York; and trustees, Harry M. Spiro, New York, Margaret Briggs, Albany, and Mrs. G. D. Logan, Kingston.

#### Beauty Exposition Held in New York

The 1933 edition of the American Beauty and Styles Exposition was presented at the Grand Central Palace, New York, during the week of October 23 under the joint direction of Leon Pollack and A. Lincoln Bender. Miss Jessica Ogilvie, of Ogilvie Sisters, was one of the featured lecturers. She spoke on the care of the hair. Among the many interesting manufacturers' exhibits were those maintained by the following:

Athenia Manufacturing Co., Bliss Laboratories, Inc., Ey-Teb Co., Fad Cosmetic Corp., Fay's Cosmetics, Inc., Grayban, Inc., La Gerardine, Inc., Grayce Lewis, Inc., Mello-Glo Co., Novopin Pharmaceutical Co., Nusheen, Inc., Ogilvie Sisters, Plexo, Inc., Pro-Phy-Lac-Tic Brush Co., Rapidol Distributing Corp., Thinc Products, Inc., Thorle, Inc., and Youthmist, Inc.



# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A.	2.50@	2.75
Sweet True	.65@	.70
Apricot Kernel	.24@	.30
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.40@	2.75
Angelica root	50.00@	
Anise, U. S. P.	.48@	.52
Araucaria	1.75@	1.85
Aspic (spike) Span.	.83@	.90
French	1.25@	1.50
Balsam Peru	6.00@	
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.65@	2.00
Bergamot	1.90@	2.25
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchar, crude	.15@	
Birchar, rectified	.55@	
Bois de Rose	1.20@	2.50
Cade, U. S. P.	.30@	.33
Cajeput	.55@	1.00
Calamus	3.50@	
Camphor "white"	.21@	.24
Cananga, Java native	2.20@	2.35
rectified	2.75@	3.00
Caraway	2.10@	
Cardamom, Ceylon	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p. c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf	.70@	.75
Cedar wood	.33@	.38
Cedrat	4.15@	
Celery	9.50@	11.50
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.43@	.48
Java	.52@	.57
Cloves Zanzibar	.96@	1.10
Cognac	18.00@	21.00
Capaiba	.57@	.62
Coriander	4.50@	
Croton	2.60@	3.00
Cubebs	3.00@	
Cumin	7.50@	
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.28@	.30
Fennel, Sweet	1.25@	1.45
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	5.00@	6.00
Bourbon	5.15@	6.00
Spanish	16.00@	
Turkish	1.85@	2.10
Ginger	3.65@	3.90
Gingergrass	3.00@	3.15
Grape Fruit	3.00@	
Cone	24.00@	
Guaiaac (Wood)	2.35@	

Hemlock	.73@	.80
Hops (oz.)	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	2.65@	5.00
Lemon, Italian	1.25@	1.65
Calif.	.75@	.90
Lemongrass	1.20@	1.45
Limes, distilled	7.50@	8.50
expressed	11.00@	11.75
Linaloe	1.60@	1.75
Lovage	27.50@	
Mace, distilled	1.25@	
Mandarin	4.75@	7.50
Marjoran	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	8.50@	10.00
artificial	1.85@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, p.	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	1.25@	
Olibanum	6.50@	
Orange, bitter	1.70@	2.00
sweet, W. Indian.	1.50@	1.65
Italian	1.30@	1.50
Spanish	2.80@	3.00
Calif. exp.	1.20@	1.35
dist.	.60@	
Origanum, Spanish	.85@	1.00
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.25@	3.65
Pennyroyal, Amer.	2.15@	2.40
French	1.55@	1.65
Pepper, black	6.50@	
Peppermint, natural	2.75@	3.00
redistilled	3.00@	3.20
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.30@	2.30
Pine cones	3.00@	
Pine needles, Siberia	.85@	
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemarv, French	.40@	.50
Spanish	.36@	.40
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	6.00@	7.00
Australia	5.00@	
Sassafras, natural	.85@	.90
artificial	.24@	.26
Savin, French	1.85@	2.00
Snearmint	1.35@	1.50
Snake Root	8.00@	10.00
Spruce	.73@	.80
Styrax	7.00@	
Tansy	2.20@	2.35
Thyme, red	.60@	.70

White	.70@	1.00
Valerian	10.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	5.00@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.25@	2.60
Wormwood	3.25@	3.50
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	5.00@	8.00

## TERPENELESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	
Sesquiterless	85.00@	
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	50.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

## OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called)	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Alde-		
hyde	3.90@	4.00
Amyl Formate	1.60@	1.90



Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate....	.75@	
Amyl Valerate .....	2.40@	
Anethol .....	1.15@	1.25
Anisic Aldehyde .....	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C. ....	1.55@	1.90
Benzophenone .....	2.00@	4.00
Benzyl Acetate .....	.70@	.85
Benzyl Alcohol .....	.95@	1.50
Benzyl Benzoate .....	1.05@	2.00
Benzyl Butyrate .....	5.50@	6.25
Benzyl Cinnamate ..	7.00@	9.00
Benzyl Formate .....	2.90@	3.25
Benzyl Iso-eugenol...	15.00@	25.00
Benzyl Propionate...	2.25@	3.00
Benzylidenacetone ..	2.50@	4.00
Borneol .....	1.75@	2.00
Bornyl Acetate .....	2.00@	6.00
Bromstyrol .....	4.00@	5.00
Butyl Acetate .....	.60@	
Butyl Propionate ..	2.00@	
Butyraldehyde .....	12.00@	
Carvene .....	1.15@	
Carvol .....	3.25@	4.00
Cinnamic Acid .....	4.00@	
Cinnamic Alcohol ..	3.25@	3.50
Cinnamic Aldehyde...	2.50@	3.50
Cinnamyl Acetate ..	10.00@	12.00
Cinnamyl Butyrate...	12.00@	14.00
Cinnamyl Formate...	13.00@	
Citral C. P. ....	2.50@	3.00
Citronellal .....	2.40@	3.00
Citronellol .....	2.25@	2.75
Citronellyl Acetate...	3.75@	
Coumarin .....	3.50@	
Cuminic Aldehyde ..	62.00@	
Dibutylphthalate ..	.30@	.36
Diethylphthalate ..	.32@	.37
Dimethyl .....		
Anthranilate ....	6.25@	7.00
Dimethyl Hydroqui-		
none .....	3.75@	5.00
Dimethylphthalate ..	.50@	.60
Diphenylmethane ..	1.75@	2.45
Diphenyloxide .....	1.20@	
Ethyl Acetate .....	.30@	.50
Ethyl Anthranilate...	5.50@	6.00
Ethyl Benzoate .....	1.20@	
Ethyl Butyrate .....	1.00@	
Ethyl Cinnamate ..	4.50@	
Ethyl Formate .....	1.00@	1.25
Ethyl Propionate ..	1.40@	2.50
Ethyl Salicylate ..	1.15@	2.50
Ethyl Vanillin ....	15.00@	20.00
Eucalyptol .....	.60@	1.00
Eugenol .....	2.60@	3.50
Geraniol, dom. ....	2.00@	6.00
Geranyl Acetate .....	2.90@	4.00
Geranyl Butyrate ..	6.00@	8.00
Geranyl Formate ..	5.00@	7.00
Heliotropin, dom. ..	2.10@	2.40
foreign .....	2.50@	
Hydratropic Al'hvde	25.00@	27.50
Hydroxycitronellal ..	3.60@	10.00
Indol, C. P. ... (oz.)	2.25@	5.00
Iso-borneol .....	2.30@	
Iso-butyl Acetate ..	2.65@	
Iso-butyl Benzoate ..	2.75@	3.25
Iso-butyl Salicylate...	3.00@	6.00
Iso-eugenol .....	3.50@	4.50
Iso-safrol .....	1.75@	
Linalool .....	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate ..	10.50@	
Linalyl Formate .....	10.00@	12.00
Menthhol, Japan ..	3.00@	3.85
Synthetic .....	2.25@	3.00
Methyl Aceto-		
phenone .....	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate ..	1.40@	1.75
Methyl Cinnamate ..	3.50@	
Methyl Eugenol ...	2.90@	6.75
Methyl Heptenone...	3.75@	6.00
Methyl Heptene C'b.	20.00@	36.00
Methyl Iso-eugenol...	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol ..	4.65@	6.00
Methyl Phenylac'tate	2.65@	3.00
Methyl Salicylate...	.42@	.50
Musk Ambrette ...	6.50@	7.50
Ketone .....	7.50@	9.50
Xylene .....	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate ....	48.00@	
Octyl Acetate .....	32.00@	
Paracresol Acetate...	5.25@	6.00
Paracresol Methyl		
Ether .....	3.50@	5.00
Paracresol Phenyl-		
Acetate .....	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50% .....	5.00@	7.00
100% .....	8.50@	10.50
Phenylacetic Acid...	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate .....	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet...	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde .....	8.00@	12.00
Rhodinol .....	8.00@	20.00
Safrol .....	.32@	.36
Santalyl Acetate ..	22.50@	
Skatol, C. P. ... (oz.)	7.00@	10.00
Styralyl Acetate ..	20.00@	
Styralyl Alcohol ..	20.00@	
Terpineol, C. P. ....	.36@	.40
Terpinyl Acetate ..	.90@	1.15
Thymene .....	.35@	
Thymol .....	1.90@	2.75
Vanillin (clove oil) ..	4.65@	5.50
(guaiacol) .....	4.40@	5.00
Vetivervl Acetate ..	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta .....	5.50@	8.00
Methyl .....	5.25@	8.00
Yara Yara (methyl		
ester) .....	1.50@	1.75

#### BEANS

Tonka Beans, Para.	1.15@	1.40
Angostura .....	2.40@	2.50
Vanilla Beans .....		
Mexican, whole ..	3.00@	4.50
Mexican, cut ....	2.50@	2.75
Bourbon, whole ..	1.00@	1.25
South American...	2.00@	2.50

#### SUNDRIES AND DRUGS

Acetone .....	.11@	.15
Alcohol, 190-pf. gal.	2.37½@	2.63½
Almond meal .....	.21@	.25
Alum, potash .....	.03¼@	.03½
Aluminum chloride...	.10@	
Ambergris .....	32.50@	Nom.
Balsam, Copaiba ...	.30@	.33
Peru .....	1.30@	1.50
Tolu .....	.90@	1.15
Fir, Canada, gal. ...	9.00@	12.00
Oregon .....	1.00@	1.20
Beeswax, white ....	.40@	.45
Yellow .....	.24@	.30

Bismuth sub-nitrate	1.25@	
Boric acid, ton. ....	105.00@	115.00
Calamine .....	.16@	.20
Calcium, phosphate...	.08@	.08¾
Ph'phate, tri-basic	.13@	.15
Sulfate .....	.03¾@	.04
Camphor .....	.53@	.65
Cardamon seed ....	.65@	
Castoreum .....	17.50@	
Chalk, precip. ....	.03½@	.06½
Cetyl Alcohol .....	.75@	1.50
Cherry laurel water,		
gal. ....	1.25@	
Citric acid .....	.35@	.40
Civet, ounce .....	3.75@	4.50
Cocoa butter .....	.18@	.20
Clay, Colloidal ....	.03@	.03½
Formaldehyde .....	.06@	½
Fuller's Earth, ton..	16.00@	30.00
Formic acid .....	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana .....	.75@	1.25
Gum Arabic, white...	.20@	.22
amber .....	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra .....	.24@	.30
Gum galbanum ...	1.05@	1.15
Gum myrrh .....	.25@	.40
Henna, powd. ....	.14@	.28
Hydrogen peroxide...	.05@	.08
Kaolin .....	.06@	.08
Labdanum .....	3.50@	5.50
Lanolin, hydrus ...	.18@	.22
anhydrous .....	.20@	.24
Lavender flowers ...	.24@	.55
Magnesium, Carbon-		
ate .....	.06¾@	.07½
Stearate .....	.19@	.25
Sulfate .....	.02½@	.03
Musk, ounce .....	15.00@	25.00
Oils, vegetable (See Soap Sec.)		
Olibanum, tears ...	.13@	.30
siftings .....	.08@	.13
Orange flower water,		
gal. ....	1.50@	
Orange flowers ....	.40@	1.00
Orris root, powd. ...	.20@	.75
Paraffin .....	.03½@	.05
Patchouli leaves ...	.16@	.20
Petrolatum, white...	.06½@	.10½
Phenol .....	.16@	.20
Potassium, carbonate	.13@	.16
Hydroxide .....	.07¼@	
Quince seed .....	.90@	1.50
Reseda flowers .....	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch .....	.12@	.15
Rose leaves, red ...	.55@	.85
pale .....	.40@	.50
Rose water, gal. ...	1.25@	
Salicylic acid .....	.40@	.45
Sandalwood, chips...	.45@	.50
Saponin .....	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys...	.01¾@	.02¼
Phosphate, tri-basic	.03½@	.04
Spermacetti .....	.22@	.25
Styrax .....	.40@	3.25
Sulfur, precip ....	.17@	.20
Tartaric acid .....	.27@	.30
Titanum oxide .....	.22@	.25
Tragacanth, No. 1...	1.20@	1.50
Triethanolamine ...	.45@	.50
Venicer turpentine, gal.	.30@	
Vetivert root .....	.30@	
Violet flowers .....	.95@	1.15
Zinc, Peroxide .....	1.10@	1.75
Oxide .....	.13½@	.15
Stearate .....	.21@	.28



## New York Market Report

**B**USINESS in the essential oil market has continued fairly good despite the fact that there are at the moment a number of obstacles to active trading which are of more or less importance. The first of these is the fact that purchases earlier in the season removed a certain percentage of the potential demand from the market for some time to come. Another of more pressing importance is the fact that the rapid advance in foreign exchange values has resulted in very high shipment prices while the uncertainty regarding the future of exchange values has prevented to a large extent the anticipatory buying by local dealers and the consuming trades, which in an advancing exchange market are usually features.

Prices on most oils are firm and many have scored actual advances in the month under review. The advances in local quotations, however, have not kept pace with the advance in the exchanges on primary markets so that in gold value, prices have really shown some declining tendency during the last month. Whether this is to be attributed to the usual lagging behind exchange which is always a feature of import markets or to actual declining gold values or to both is a question which only further observation of the markets in operation can decide. A stabilization of exchange would certainly prove a boon to the essential oil trade, whatever effect it might have on other lines of business and industry.

Prices here have lagged behind the rises abroad to some extent. Dealers here are loathe to check a reasonably good demand by numerous sharp advances in prices. In addition, competition between dealers, always keen in this market, seems more accentuated on account of the fact that there are more orders and inquiries in the market for those hungry for business.

Floral products have generally stiffened in price with *jasmin* and *lavender* both higher and other items in the group generally firmer. Prices on futures for import are strong both on account of the statistical position of the markets and also because of exchange. Higher levels still before the end of the year are forecast by those in closest touch with this situation.

Soap makers oils are generally firm with *geranium* a very strong feature. Prices on this item are sharply higher than they were a month ago and it seems probable that the combination of short crop, good demand, and higher exchange will result in still higher levels during the next few months and possibly through the early part of next year. *Linaloe* and *bois de rose* are also firmer although they have failed to show the strength of *geranium*. *Citronella* is also a firm feature.

Domestic oils are more or less quiet. *Spearmint* has scored a slight advance during the month, but *peppermint* remains at former levels without, apparently, eliciting much interest on the part of the consumers. *Wormseed* is under greater competition and does not seem to be moving forward as was anticipated earlier in the season.

*Citrus* oils have been featured by a considerable show of strength in *Italian lemon* which is cabled regularly at higher and higher levels. Thus far, there has been no change in *Californian oil*, but the market shows some signs of strength and an advance would not be surprising. *Orange* is quiet, however, and with stocks more than ample for any demand which might be anticipated

at this season of the year, prices show a tendency to ease slightly in spite of firmness of cabled quotations on nearby and distant positions.

Seed and spice oils are quiet and reasonably steady without any material change in the important items. The close of the season finds them slightly firmer than they were at the start, but nothing unusual is likely to take place in this market in the immediate future. Other materials are generally steady and without quotable change.

## Synthetics and Derivatives

The market has stiffened quite a bit although actual advances in quotations, excepting on some of the imported items, have not been much in evidence. However, better business and higher exchange have encouraged holders and in addition have resulted in taking some of the cheap material off the market as well as eliminating some of the shading of current levels resorted to by both producers and importers a few months back.

Business in sample lots and small orders has been very good and it is anticipated that much of this preliminary buying will lead to steadier and better business during the coming months. At the same time, the threat of advancing prices has led to heavy buying on the part of a few houses which can and will assume the burden of advance purchases in volume. Some houses are understood to have purchased stocks covering a year or more of normal consumption, thereby taking themselves out of the market for the time being, although stimulating sales volume for the moment by unusually large purchases.

*Geraniol* shows a tendency to greater firmness as does *linalool* and other soap makers' aromatics. This is due partly to improved demand, but more especially to the fact that natural materials of the same odor character and value have shown decided strength during the last few weeks. Improved inquiry for artificial musks is reported in some quarters and some fairly good anticipatory buying has been noted. Competition continued to hold down the price of *amyl cinnamic aldehyde* despite improved inquiry.

In general, the market shows considerable firmness with a tendency toward higher levels as rapidly as they seem to be warranted by the inquiry. Exchange fluctuations have hampered business to some extent, but not as much as has been the case in essential oils. Virtually a full line of aromatic chemicals is now available from domestic sources, and while they are naturally affected by influences which alter the course of their imported competition, they are more likely to hold steady than are the natural materials which in most instances cannot be made in this country excepting from imported raw materials.

## May Reduce Australian Toiletry Duties

Toilet products have not been affected by recent Australian tariff changes, the import duty of 45 per cent being left untouched. The Tariff Board, however, has recommended that the Scullin tariff surcharge of 50 per cent should be abolished. This is now under serious consideration.



# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## New Disinfectant Toilet Soap

A MONG a large number of trees known as the "Australian Tea Trees," is the *Melaleuca alternifolia*, a tree quite common on the North coast of New South Wales, and formerly classified as a variety of *M. linariifolia*. This tree yields on distillation 1.8 per cent of a pale yellow oil, having a pleasant terpenic myristic odor, and a very high germicidal value, its Rideal-Walker coefficient being 11, while it is at the same time non-poisonous and non-irritant. The oil has been examined by Penfold and his colleagues ("P. & E.O.R.," 1926, 214 and 252; 1929, 155; and 1930, 90) who find it to contain some 50-60 per cent of terpenes, including dextro-alpha-pinene, alpha, and gamma terpinene, cymene, together with 8 per cent cineole,  $\Delta^1$  terpineol-4, which gives it the nutmeg-like odor, and small amounts of sesquiterpenes and their corresponding alcohols. Its high germicidal value appears to be largely due to the cymene present. This terpene has itself a coefficient of 8, but when associated with certain other terpenes, has the property of raising the coefficient of the mixture very considerably.

The oil has for some years been produced on a commercial scale, and has during the last two or three years been successfully used in Australia, in the form of a saponaceous 35 per cent solution, as an antiseptic for surgical use. A toilet soap has now been placed on the market in this country, in which the oil is present to the extent of 4 per cent, so that this soap should have about 14 times the disinfectant value of an ordinary carbolic soap containing 3 per cent of carbolic acid.—*Perfumery & Essential Oil Record*.

## Egg Oil

J. Grossfeld (*Z. Unters. Lebensm.*, 1933, 65, 311—314).—A warm mixture of yolks with HCl was cooled and extracted with light petroleum, which was then washed HCl-free with  $H_2O$ , dried with  $Na_2SO_4$ , and the oil obtained by evaporation. Analysis (cf. B., 1930, 381, 466, 790; 1931, 399, 1017) gave sap. val. 188.4, acid val. 56.1, ester val. 132.3, I val. 81.4, CNS val. 57.0,  $n_D^{20}$  1.4647, total fatty acids 90.68, unsaponifiable matter 5.07, oleic acid 40.1, linoleic acid 16.3, linolenic acid 2.9 (Kaufmann), higher saturated fatty acids ( $KMnO_4$ ) 31.4, solid fatty acids (Pb salts) 30.7, iso-oleic acid 1.3, stearic acid 2.0, palmitic acid 29.4%. Butyric and octoic acids were absent from the fresh eggs, but 1.4% of the former was found after several weeks of exposure in air. The lecithin content (0.56 g./g. of neutral fat) was calc. from the acid val.—*British Chemical Abstracts*.

## Spontaneous Heating of Soap Powders

A MONG subjects that have recently been investigated in Germany is the problem of the spontaneous heating of soap powders. Welter is stated to have shown that powdered soap prepared from drying or semi-drying oils has a greater tendency to undergo spontaneous heating in storage than soaps prepared from saturated fats. A dry, powdered cotton oil soap, for example, spread on a cement floor, became hot spontaneously after one hour, shortly afterwards began to smoke, and finally became a mass of coke.

Lederer has also found the same thing to occur with soap flakes prepared from stock containing a drying oil, but on the other hand soap flakes in which no drying oil or semi-drying oil was present have been found to show a tendency to spontaneous heating, so that oxidation of an unsaturated acid is not the sole cause of the phenomenon. The presence of a small amount of zinc oxide is stated to have a protective effect against heating.

Herr Hagen, a well-known German chemist, has lately discussed the use of sodium thiosulfate as a soap preservative. Writing in the *Seifen. Zeitung*, he states that one of its chief disadvantages is its instability. For this reason he prefers the use of bismuth nitrate as a soap preservative.

## Bleaching of Palm Oil

C. D. V. Georgi and G. L. Teik (*Malay. Agric. J.*, 1933, 21, 23—32).—By blowing with air at about 90° in the presence of 0.01% of metallic catalysts (cf. Sastry, B., 1916, 126) palm oil (4% of free fatty acids) could be bleached in 1½ hr. with Co resinate, in 2½ hr. with Co borate (insol. in the oil), and in 7—9 and 12—13 hr., respectively, with the corresponding Mn and Ni salts. The solid and liquid fractions of the oil (separated by filtration) could also be bleached separately. The filtered, air-bleached oil could be deacidified and deodorized for local use as an edible oil or for soap manufacture.—*British Chemical Abstracts*.

## Improving Taste and Smell of Fatty Oils

I. G. Farbenind. A.-G. (B.P. 385,774, 12.2.32. Ger., 12.2.31. Addn. to B.P. 382,060; B., 1933, 29).—Fatty oils other than fish oils, e.g., castor oil, are hydrogenated over a non-noble metal (Ni) catalyst under pressure and at temp. < 100°, to such a slight extent that the physical properties of the oils are practically unaltered, the amount of  $H_2$  absorbed being > 5—10 litres per 500 g. of oil.—*British Chemical Abstracts*.



# Materials Employed as Soap Fillings

*Products Used and How They Should*

*Be Employed Discussed*

*by William E. Wilkinson*

THERE was a time when soap manufacturers ran soap from the copper directly into crude wooden forms or frames. The fat was saponified without graining out the glycerine lye, and the soap was fitted on a very close grain, in fact almost smooth in appearance, therefore the  $H_2O$  content was considerable. These were termed run soaps, the whole mass was drawn off and crutched by hand, there being no precipitate or nigre as in settled soaps.

But these were the days of small copper kettles heated with wood fires. When the paddle mixer came into use, the soap maker began to realize the possibility of hardening and cheapening his product by the use of fillers, his new mechanical device doing a better and more complete job of chilling and mixing than the old style hand crutcher.

This was the time when sodium sulfate crystals were used, and this is probably the earliest method for hardening, cheapening and increasing the deterative qualities of soap.

The sodium sulfate was mixed with the soap after the crystals had been melted in their own water, the salt recrystallizing again as the soap chilled thereby hardening the soap considerably, and in this way the deterative power mechanically increased. These soaps however, would slowly decompose and break down, on account of the efflorescing effect of the salt producing a white powder, the appearance of these soaps looked good when fresh and had lasting qualities, but solutions of sodium carbonate soon were found to be better and without the breaking down effect, which soon superseded the neutral salt.

## Sodium Carbonate

The uses and abuses of sodium carbonate have been studied by most manufacturers of soaps. Why one expert will prescribe 50 lbs. of 58% carbonate to 1,250 lbs. of soap and another expert only 30 lbs. to a frame of soap of the same capacity in the writer's estimation is not a conundrum, and it is obvious that the real reason is more on account of the NaOH strength of the neat soap not being uniform.

To overcome this, the last change on the kettle before settling must have a known uniformity of NaOH strength before settling. If this percentage is determined in each kettle on this change, the required amount of soda ash will be absolutely uniform.

That there is a limit to the percentage of sodium carbonate used in soap is proof enough from the whitewash appearance an over-dose will produce.

The amount of 58% carbonate used should not be more than 28 lbs. for 1,000-1,006 lbs. of kettle soap made from low grade greases and oils, especially cotton seed oil or cotton oil foots in excess. More than this amount will not produce a harder soap but will surely strike out, or crystalize on the surface giving the ap-

pearance of a very strong and rather cheap product.

However, sodium carbonate has a remarkable effect in hardening soaps and undoubtedly is the cheapest and best chemical detergent for the purpose of making cheap laundry soaps.

## Silicate of Soda

Sodium silicate has been in use since 1856 and was manufactured and patented by Thomas Christi, Soap & Candle Works, Bristol, England. Wm. Gossage & Sons of Widnes, England, also employed silicate of soda in soaps, and were first in producing heavy silicated blue mottled soaps, and still bid for this trade in spite of strong competition. German manufacturers also made mottled soaps about this time; these soaps, however, required finely settled soap pumped over to another copper equipped with direct fire heat, sodium chloride being used to obtain the mottling effect.

American soap manufacturers, however, have found many uses for the liquid silica. Besides mottled soaps we now use silicate of soda in most soaps, with the exception of high grade toilet soaps, and it is not an exaggeration to state that quantities as high as 30% can be incorporated in laundry soaps.

The best grades of silicate of soda should test actual 40° Bé. and should contain 37-38.5% solids and 60-63%  $H_2O$ . Some manufacturers make their own heavy 40° silicate when requirements call for a standard uniformity in highly filled soaps though heavy grades can be obtained to suit the usual practice of filling soap.

Sodium silicate has few commendable properties, other than increased profits to the manufacturer, who can incorporate it in soap and "make it stay put" without upsetting the other ingredients and keep it from leaking out when the frame is stripped. The detergent action of sodium silicate, if there is any, does not add any particular effect on clothes in the wash, but it will prolong the use of a bar of soap, which might be an economical consideration, and therefore a twofold advantage—"A blessing to him who makes and her who uses".

## Mineral Soap Stock

Many diversified opinions of the value of mineral oil in soap have been heard, mostly from the class of professional writers who never made soap and yet know all about it. That mineral oil is a valued addition to laundry soap is proof enough, when many large manufacturers have produced soaps containing naphtha, one of the distillates and by-products of crude mineral pitch, soap stock oil being the residue after treating and filtering off the paraffin.

The direct effect of soap containing mineral oil is due to the emulsion caused by the contact of the salts of sodium fatty acids, when the soap is being used, as

*(Continued on Page 488)*



## Soap Materials Market

### Vegetable Oils

After a period of comparative dullness, vegetable oils are now showing signs of activity and at this writing, there is a good deal of buying interest being displayed on the part of soap makers and other consumers. After selling at 2 $\frac{7}{8}$ c lb., New York, and 2 $\frac{5}{8}$ c lb., Pacific Coast, in tank cars, coconut oil has become firmer and has advanced  $\frac{1}{4}$ c per pound. The market is steady, and copra in Manila is firmer so that importers of oil here are looking for further improvements.

Crude cottonseed oil is steady to firm in the South, and sales made early this month at 3 $\frac{1}{2}$ c lb. brought out additional bids at this level which were declined. Crude corn oil buying has been stimulated by the firmer tone in cottonseed oil. Domestic soya bean oil holds steady at 6c lb., tanks, Midwestern mills.

Palm oils, sulfur olive oil foots and commercial denatured olive oil have been active, but trading in these commodities is largely governed by the rate of exchange.

A. H. HORNER

### Unsaponifiable Matter in Oils and Fats

Report of Sub-Committee on determination of unsaponifiable matter in oils and fats and of unsaponified fat in soaps to the Standing Committee on Uniformity of Analytical Methods. I. Determination of unsaponifiable matter in oils and fats:

(Analyst, 1933, 58, 203—211).—A standardized procedure, which is suitable for the majority of oils and fats, is detailed; a shortened method, applicable in many cases, and special modifications thereof to be applied in the case of rosin shea-nut oil, and oils containing large amounts of wax esters, are also given. The reasons for the particular manipulations and solvents adopted are discussed in detail.—*British Chemical Abstracts*.

### Sulfate Ion in Sulfonated Oils

F. Neuber and H. Wächter (*Z. anal. Chem.*, 1933, 91, 425—432).—The oil, without previous drying, is dissolved in 10 times its vol. of 95% EtOH and heated at 60—70° until the ppt. (of Na<sub>2</sub>SO<sub>4</sub>) has settled. The latter is then separated and dissolved in H<sub>2</sub>O, and the SO<sub>4</sub><sup>2-</sup> is determined in the usual way.—*British Chemical Abstracts*.

### Detection of Adulteration of Beeswax by Ultra-Violet Light

E. J. Kraus (*Fettchem. Umschau*, 1933, 40, 50-51). The grey-to-brown fluorescence of beeswax is not characteristic of the origin or type of the wax; admixture of paraffin wax or ceresin, although these fluoresce strongly, cannot be detected with certainty by this test.—*British Chemical Abstracts*.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 @	
Edible .....	.04 @	
Fancy .....	.04 $\frac{1}{2}$ @	
Grease, white .....	.02 $\frac{3}{4}$ @	
House .....	.02 $\frac{1}{2}$ @	
Yellow .....	.02 $\frac{1}{2}$ @	
Lard .....	.05 $\frac{1}{2}$ @	.07

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 @	
Corn Oil, 95% T.F.A. tanks.....	.04 @	
Red Oil, distilled, tanks .....	.04 $\frac{1}{2}$ @	
Saponified .....	.04 $\frac{3}{4}$ @	
Stearic Acid, single pressed.....	.09 @	
Double pressed .....	.09 $\frac{1}{2}$ @	
Triple pressed .....	.12 $\frac{1}{4}$ @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 $\frac{1}{2}$ @	
No. 3, tanks .....	.09 @	
Coconut, Ceylon Grade, tanks .....	.02 $\frac{3}{4}$ @	
Cochin grade, tanks .....	.03 $\frac{1}{4}$ @	
Manila grade, tanks .....	.03 @	
Corn, crude, Midwest mill, tanks .....	.04 @	
Cotton, crude, Southeast, tanks .....	.03 $\frac{3}{4}$ @	
Refined .....	Nominal	
Foots, 50% T.F.A. ....	.01 $\frac{1}{2}$ @	
Lard, common No. 1 barrels .....	.07 @	
Olive, denatured, max. 5% F.F.A. drums gal. ....	.73 @	.76
Foots, prime, green, barrels .....	.06 $\frac{1}{8}$ @	
Palm, Lagos, max. 20% F.F.A., drums .....	.04 @	
Niger, casks .....	.03 $\frac{3}{4}$ @	
Palm, kernel, tanks .....	.04 @	
Peanut, crude, barrels .....	.07 @	
Refined, barrels .....	.08 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.06 $\frac{1}{2}$ @	
Tallow, acidless, barrels .....	.07 $\frac{1}{4}$ @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels .....	.06 $\frac{3}{4}$ @	.07 $\frac{3}{4}$

### Glycerine

Chemically pure, drums extra .....	.10 $\frac{1}{4}$ @	.11 $\frac{3}{4}$
Dynamite, drums included .....	.09 $\frac{1}{4}$ @	.09 $\frac{3}{4}$
Saponification, drums .....	.06 $\frac{1}{2}$ @	
Soap, lye .....	.06 @	

### Rosin

#### Barrels of 280 pounds

B .....	\$4.95	K .....	\$5.10
D .....	5.00	M .....	5.10
E .....	5.10	N .....	5.15
F .....	5.10	W.G. ....	5.25
G .....	5.10	W.W. ....	5.65
H .....	5.10	X .....	5.65
I .....	5.10	Wood .....	4.73

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	\$1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.00 @	
Borax, crystals, carlots, ton .....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.05 @	.05 $\frac{1}{2}$
Potassium, carbonate, 80@85% .....	.05 $\frac{3}{4}$ @	
Hydroxide (Caustic potash) 88@92% .....	.07 $\frac{1}{4}$ @	
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.15 @	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.50 @	3.59
Silicate 40°, drums, works, 100 pounds .....	.75 @	
Sulphate, anhydrous .....	.01 $\frac{3}{4}$ @	.02 $\frac{1}{2}$
Phosphate, tri-basic .....	.03 @	.03 $\frac{1}{4}$
Zinc oxide .....	.05 $\frac{3}{4}$ @	



## Materials Employed as Soap Fillings

(Continued from Page 486)

in washing clothes, the  $H_2O$  being the active solvent, producing suds containing soap and naphtha or mineral oil, which is undoubtedly one of the best detergents within the reach of the soap maker. Naphtha, of course, is the most active agent and the quickest grease and dirt remover.

The writer might state that the best oils for the purpose are among the light yellow neutral class, preferably an oil which tests  $33^\circ$  B $\acute{e}$ .;  $255^\circ$  Flash; viscosity 50 at  $100^\circ$  F. Many oils of darker color with higher flash and viscosity, however, are just as suitable for dark rosin soaps.

### Silica

I must class nearly all known abrasives under this heading for any and all can be used in soap.

However, there was a time when manufacturers had a conscience and would use ground silica only for the purpose of making hand soaps, pumice hand soap, and mechanics' grit soaps, cake and paste form, with intent of benefit to the son of toil, whose grimy hands needed the abrasive medium. Silica is also used in cleansers and cleaners, and is a very effective agent for cleaning and scrubbing floors, etc. But for other products of the soap maker it is an artifice of deception, used as a cheap filler to add weight to bar soap, a fallacy with small gain, and a discredit to the reputation of the maker.

There are many grades of silica sand on the market, most of which contain more or less iron and tested as follows:  $SiO_2$ —71.12%, calcium—3.49%, magnesium—1.36%, volatile over lamp—5.50%, ferrum and aluminum—18.23%.

Silica sand from Illinois Sp. Gr.—1.1969  
Silica sand from Oklahoma Sp. Gr.—1.5009  
Ground pumice ..... Sp. Gr.—1.0265  
Indurite ..... Sp. Gr.—1.5380

You will note here that pumice is the lightest of the above materials, and is the best for hand soaps. Besides being the best cleaner, pumice will not stop up sinks or drains on account of its floating propensity.

### China Clay

This material has found many uses in soap products for cleaning glass, marble and silverware and polishes for every purpose. China clay mixed with coconut oil soaps has found favor for special household work, polishing surfaces without scratching or marring. China clay is also used in dentifrice, nail polishes and in products for the silversmith's use.

### Talc

Hydrated silicate of magnesium is usually only found in limited quantities widely scattered. Soapstone is one of the varieties of the mineral and has many commercial uses. Ground talc is used in both laundry and toilet soaps, but only as a filler to cheapen the product, the purer varieties of talc have, however, enjoyed tremendous patronage as a toilet requisite.

Talc mixed with soap in the crutcher will not in-

crease its weight in yield, but will absorb and retain twice its weight in water. The writer's experience has been that quantities used of more than four per cent cause a difficulty of making two frames of soap the same cubic weight, unless the soap is weighed at intervals while being crutched. Its propensity to stretch and bulk up the soap is well known, but of no real commercial advantage for this purpose as it retards sudsing and deterative qualities.

### Starch

The use of starch in soap is not only a filler, but it will impart a smoother finish and better color to laundry soaps. Soaps containing starch show a finer texture and are firmer on account of the starch drying up the moisture. To use it in laundry soap seems extravagant, as the cost is somewhat prohibitive. The soap maker can offset the effect and use of starch either by bleaching the fats for the base, or by using a better grade of grease or tallow with much better results. The difference of cost plus starch is: 1 lb. starch: 1. against 1 lb. fat:  $1\frac{1}{2}$  yield of soap. The soap maker will gain from the fact that if 30 lbs. of starch were used in the crutcher at the same price of tallow, say 6c.: \$1.80 against 20 lbs. tallow @ 6c.: \$1.20, both starch and tallow producing the same weight, the tallow still is the best proposition for it yields soap and not filler as is the case when starch is used.

There are other fillers used in soaps, but the above mentioned are the ones principally used by soap manufacturers of today.

## Patent for Inhibition of Unsaturated Fats and Oils Against Rancidity

A patent recently obtained and dedicated to the free use of the Government and the people of the United States is of interest to our readers. The patent number is U. S. No. 1,898,363 and Dr. George R. Greenbank, of the U. S. Department of Agriculture, is the patentee.

The process has to do with the retarding of the rancidity of fats, oils and fatty acids through the addition of polybasic unsaturated aliphatic acids as well as their esters, salts and anhydrides. The discovery is of particular advantage for preserving foods containing fats and oils, and overcomes the objection to antioxidants, like quinones, naphthols and phenols. It also is available in preserving raw fats and oils.

Of the various retarders employed in the experimental work, maleic acid gave the best results. This was added one part in 10,000 parts of oil, like sunflower, peanut, linseed and cottonseed, as well as to butter and oleic acid. In every case the protection factor (P. F.) which is the ratio

$$\frac{\text{Peroxides in the control sample}}{\text{Peroxides in the treated sample}}$$

was 3 or over.

Since maleic acid can be rather simply produced from malic acid, the vegetable acid present in apples, it is not very expensive. The process, therefore, has possibilities in other directions than for the protection against rancidity of foodstuffs containing oils and fats. It can undoubtedly be extended to soap making oils and vegetable or animal oils and fats used in the manufacture of toilet articles.



